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The pages which are missing were removed because they were advertisements



It pays to mention GOOD HARDWARE in answering advertisements

### It Is Better by \$56,250

### Showing how the readers of Good Hardware profit by unique system

YOU get a magazine that is \$56,250 a year better than it would otherwise be—simply because the owners of Good Hardware have the courage to send their magazine to you free.

It's like this:

Most publishers of business men's magazines, such as this one is, have to spend more than they collect on every subscription they get paid for.

Some pay out as much at \$2.50 over and above what they collect, some even more than that, but we'll be conservative and say \$1.25 as a pretty good average.

We have more than 45,000 names on our mailing list for the October issue of Good Hard-

ware.\* At the rate of \$1.25 per name, you can see that we'd lose \$56,250 a year if we set out to collect a subscription price for our magazine.

Instead, we put nearly all that money into making a better magazine—better articles, better illustrations, better service, better help in moving merchandise from the back room out through the front door at a profit.

We say "nearly all" because we have to put about a fifth of that \$56,250 into extra postage the Government charges us more per copy for carrying Good Hardware when it is free than

\*This is more than twice as many names as are on the mailing list to receive any other hardware paper.



### A good scout!

An old picture of a friend making a good resolution—a self-appointed member of the Good Hardware Boosters' Club. He always reads the advertisements in Good Hardware and always mentions it in answering the ads. Membership in the Club unlimited, no dues, no passwords. Just make a similar resolve. It helps keep the advertising coming in Good Hardware and helps us do a better job for you.

it would if we charged you so much per year. (Seems foolish, at first glance, but there is a logical side to it.)

From all this, you can better understand, I think, why Good Hardware not only can give, but actually does give, such a remarkable all-around service to its readers and subscribers.

We have the money to buy the best articles and illustrations, we have the practical experience in the hardware business, we have all the facilities of the Butterick Publishing Company, the largest international publishing house in the world.

### Where does the money come from?

The revenue—that is, the *net* revenue—on a business paper always has to come largely from advertising. It is this advertising that makes it possible for us to give you such a practical, helpful magazine.

We don't want you to pay us for Good Hardware. But we do want to suggest your friendly help in bringing in this advertising volume so that we can continue to give you better service in every issue.

Now, here's how you can do us a friendly turn.

You can tell our manufacturer friends that you saw their advertisements in Good Hardware. Make a point of writing "Saw your advertisement in Good Hardware."

You can tell salesmen the same thing.

You can make sure to use the exact addresses, box numbers

CLARK HARDWARE COMPANY
Wholesale and Retail
Hardware, Mill Supplies
Electrical Goods
Jamestown, N. Y.

Sept. 12, 1924.

Gentlemen:

I would appreciate very much being placed upon your mailing list of Good Hard-WARE.

There are one or two copies now coming to the store, but there are so many of us that the one or two copies are sadly dilapidated by the time that the Display Department is reached. By mailing Good Hardware to me personally at the above address, you will be doing me a great favor, for which kindly accept my thanks.

Yours very truly, Floyd A. Davison, Display & Advg. Mgr.

and everything, that our advertisers give in Good Hardware.

In other words, you can put us over big with our advertisers, by letting them know you like and read Good Hardware. It's not altogether unselfish for you to do as we ask, either—for if we get more advertising, we will have more income, and so can increase our editorial service to you.

And remember, please, that it will pay you, in immediate increase in sales, to watch what our advertisers are saying. They're the very livest people in business. They know they can make increased profits only by helping you make larger and larger sales—that your profit comes first, and theirs comes second.

A number of hardware men have been good enough to write

(CONTINUED FROM PRECEDING PAGE) me that we can count on them every time—that they will always mention Good Hardware in writing to our advertisers. If I could be sure that all our good friends would do the same, I'd be able to quit writing this

monthly urge to our readers. If you care to write me a lit-

tle note so that I'll know you have read what I've written, I'll be mighty glad to hear from you.

Are you with me?

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Issued Monthly by

### TRADE DIVISION—THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

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# Good REGISTERED U. S. PAT. OFF. Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI.

October, 1924

No. 1

### THE POWER OF EXAMPLE

If you don't think the setting of a worthy example is a potent influence in changing people's habits and promoting general improvements, read the following reported by the U. S. Department of Agriculture:

"The improvement of an old cabin on a plantation in Leon County, Florida, under the supervision of Negro agricultural extension workers in 1921, has brought about, in the two succeeding years, the remodeling, painting, and whitewashing of 75 similar homes in that section."

Wise hardware dealers have long cashed in on that principle. If you want to increase your radio business, get a few radios into the prominent families.

Rigging up a model bathroom or kitchen will sell more supplies than oceans of talk. Put a furnace in one good farmer's house and others will follow. People, after all, follow leaders whether they know it or not.

### CHRISTMAS BUYING SEASON ADVANCES

If you happen to have a 5- and 10-cent store in your neighborhood it will pay you to visit it frequently during the next few weeks. If it hasn't already, it will soon begin to display Christmas tree trimmings. The 5-and-10 knows from experi-

ence that it pays to be the first on the job with Christmas goods in getting trade from the other merchants.

Christmas goods are like furs. Every year the selling season is being moved forward. The big selling season for Winter furs is now July and August.

The Christmas buying season is being moved into the Fall—October and November—and in the process the conservative merchant who fails to move with it is being trampled on.

### G SOMETHING TO THINK ABOUT

The leaders in the hardware world are giving much thought to this question: "How can we keep the hardware business in the hardware store?" On another page of this magazine the question is discussed and you are asked for an epression of your opinion and experience.

Modern business is disturbing the old order. Some of the most profitable hardware business is drifting into the specialty shops and the drug store.

Is it because those merchants are better business men than the hardware dealers? Or is it because those shops give the service the people want? Can hardware merchants adjust themselves to meet the situa-

tion? Many dealers would be interested in what you think about it.

### ONION MUSIC

A distinguished musician in Chicago smells onions every time he hears the music of Chopin. To him Wagner smells like wild rose. All music is apt to bring up odors, differing in quality according to the type of music.

Are the wires crossed somewhere in this man's head? Probably not. The sounds come to his ear all right and the impression is carried to the brain.

But due to some early associations or unusual experiences, the music impressions in the brain rub up against other impressions stored in the same whereabouts. One sensation arouses another and that's why this musician smells onions when he hears Chopin.

### **G**DIFFERENT VIEWPOINTS

The above musician's experience all goes to prove that two people can look at the same thing and agree enough to call it the same name, but their in-timate ideas and feelings will be very different and poles apart. If we judge our customers properly we must give them plenty of latitude for personal feelings. As a matter of fact, this would be a dreary world if our personal feelings were all alike. All our houses, for example, would be painted the same color. The man of breadth and insight is the man who realizes that every other person has a little different world and when it comes to personal feelings and fancies the next man is just as much right as he is. That's a great thing to remember in selling hard-ware.

#### POLITICAL ARGUMENTS

Political ideas are a strange combination of personal feelings and facts—and that's a good thing for a merchant to remember in the heat of a campaign. Personal feelings are different with each person and that's probably the underlying reason why you never get anywhere arguing politics. Only a very few people form their political ideas and cast their votes purely on the basis of facts. The "fact" reason a man or woman gives for his vote is rarely the actual reason—there is more apt to be a personal reason such as tradition, habit, prejudice, superstition, sentiment or religion—and you can't argue a personal feeling.

The broad mind respects the other fellow's personal feelings. If you argue politics you offend those deep-seated personal feelings. You often break friendships. That's why the wise merchant never tries to argue politics.

### THE HARDWARE DEALER'S DUTY

In a political campaign the hardware dealer has his duty to perform as a citizen. He should be a leader of progressive thought in his community. He, above all, should base his judgment on fact. He should separate the facts from the chaff, and the principle from the blather. Having done so he can then use his influence quietly for worthy candidates, for sound principles and newhopes, keeping free from passion and personal offenses. Heated arguments have never helped a merchant—neither have they ever converted anyone.



Rayl's sells practically all its oil stoves on the installment plan

## Rayl's finds time payments work wonders—without adding expense

Credit plan doubles business of Detroit hardware concern. How losses are kept down

### By D. G. Baird

HOW would you like to bring more trade to your store, make selling three times easier, build up a steady line of repeat business and accomplish all this at a cost of practically nothing?

This is what The T. B. Rayl Hardware Company, of Detroit, Michigan, has done by making use of the time-payment plan in selling such household equipment as oil stoves, pipeless furnaces, cookers, electric sewing machines and similar goods.

By extending credit, this con-

cern has increased its business in these lines 100% in five years, and has held down its losses on bad debts to ¼ of 1%.

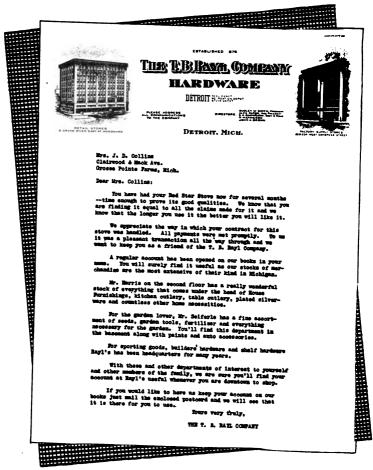
That this is a substantial increase is obvious when one learns that Rayl's home equipment department, sharing a single floor with the credit offices, now does a business of approximately \$500,000 a year.

Rayl's is not a credit store. It is a large retail hardware store of the highest type, established nearly 50 years ago. It did a cash and charge account business only, for many years; then, in common with others who took on similar lines, it began to sell electric washers and ironers on time payments when these labor-saving appliances first appeared on the market.

The management had no desire to extend the plan to other products, however, and when.

some five years ago, they took on a pipeless furnace somewhat by accident, the chief objection raised at that time by J. A. Brown, general manager, was that he did not wish to assume the additional credit business necessitated by handling such a line.

Nevertheless, Rayl's is still selling pipeless furnaces on time



Rayl's offers to keep a charge account open for customers who have completed one time-payment purchase



### What has been your experience in selling goods on installments?

Ever tried time-payment selling in your store? Did you find the system successful? Did it help you sell more goods, or did the cost of doing business by this method wipe out the profits?

Time-payment selling is a big proposition. It is used in many lines. It has many features that the hardware dealer can adapt to advantage. Hundreds of articles are merchandised by the installment plan.

GOOD HARDWARE is glad to open its pages for a discussion of the advantages and disadvantages of time-payment selling. Tell us your experience. Write us about your profits and losses, your collection system and anything else of interest. Address GOOD HARDWARE, 912 Broadway, New York.

payments and is doing well with them. In addition, Rayl's now sells almost everything in the home equipment department on time payments and Mr. Brown is enthusiastic over the success of the plan. He has been convinced by actual experience that the time-payment plan is a business builder that costs nothing.

"It brings additional business at no additional cost," he declares, "and losses from bad debts are no greater than on the regular 30-day charge accounts, which all large stores carry. Our time-payment plan has been one of the chief factors in bringing about an increase in business of approximately 100% in the home equipment department, and losses have averaged less than ½ of 1%. Needless to say, we are enthusiastic over it.

"We wouldn't get to first base without time payments," says E. J. Dore, manager of the department. "Credit is a necessity with the great majority of people when it comes to buying any-

thing costing a considerable sum of money and unless the dealer can reach the majority of people, he certainly can't do a very large volume of business.

"We didn't want to get into the credit field any more than necessary, but now that we have tried it, we realize that we were losing a lot of business by not introducing the plan sooner. It widens our field immeasurably, makes selling three times easier, builds repeat business, and costs nothing. What more could one ask?

"Every one who sells electric washing machines and ironers sells them on time payments.

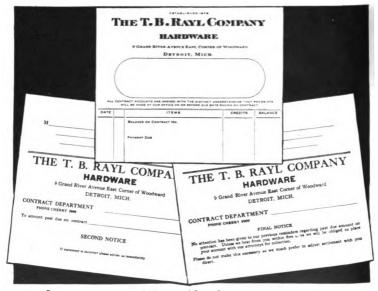
	T B. RAYL COMPANY
	9 Grand River Best
Genden	m
usetul.	I believe an account with you will prove Please keep at open for me.
Name	
-	
Talanta	

The above post-card is enclosed with the letter on the opposite page

We handled a line of washers and ironers for 17 years. Then we took on pipeless furnaces. A study of our time-payment business convinced us that it was bringing us additional business in these lines and that our collections cost us nothing, as this expense was provided for

in the field to sell them direct on time payments and they went over well.

"It was then only logical to offer other lines, such as cookers, electric sewing machines and electric ranges on payments. As soon as we get the additional space which we are planning for,



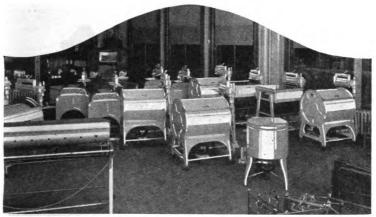
Statements are mailed monthly. In case payment is not made, the second notice goes out 10 days later. Should this be ignored, the final notice is sent out

by the difference between the cash and credit prices. So we asked ourselves: 'Why not extend the plan to other lines that run into money?'

"We wanted to get a bigger refrigerator business and we decided that the way to get it was to buy a special in large quantities, offer it at a close cash price and sell it at a little higher price on payments. Then we took on a line of oil stoves, put salesmen

we'll add iceless refrigerators, clothes driers, electrically wired kitchen cabinets and similar goods and sell them all on the installment plan.

"There are many arguments in favor of time payments and no arguments against it, other than the fact that it ties up some capital. This is answered by the fact that the one who doesn't wish to tie up his own capital can discount his paper. The cost



Rayl's began selling washing machines on installments and extended the plan to cover all sorts of household equipment and electrical goods

of collections is covered by the 6 to 10% added onto the price and, as for bad debts, we have lost only one machine in five years and that was the salesman's fault.

"As I have said, credit is a necessity with the majority of

people who buy such goods. Others much prefer credit, for several reasons. The person who is somewhat skeptical, for example, will pay \$10 down on a purchase and give it a trial, with the thought that if it isn't (CONTINUED ON PAGE 54)

DELIVER		THE T. B. RAYL CO	). No.	
		ANY AVE., DETROIT, MICH.	DATE	192
You may deli	ver to my addres	ss as given below, merchandise as follows:	Salesman	
QUANTITY	NUMBER	ARTICLE		PRICE
		from date \$		
Which I agree to pay	as follows: \$	rom date \$		
Until a you. In the incumbrant immediate the time I No veri	aid merchandishe event of non see or removal of by have the righ have had said n	on the day of each and every month  is in fully paid for, it is to remain your property with full payment of only of said installments at the times ab  is aid merchandize from my said address without you proceed to be a supplementation of the said of the said  payments therefore made by me under  ditions other than contained herein are binding.	until full amount has be I title and ownership to ove specified, or of the ar written consent, entitled to retain as	een paid. resting in e sale or you shall
Until a you. In the incumbrant immediate the time I No veri	aid merchandia- he event of non- sce or removal e iy have the righ have had said in hall or written con-	on the day of each and every month  is in fully paid for, it is to remain your property with full payment of only of said installments at the times ab  is aid merchandize from my said address without you proceed to be a supplementation of the said of the said  payments therefore made by me under  ditions other than contained herein are binding.	until full amount has be it title and ownership one apecified, or of the ar written consent. entitled to retain as this agreement.	een paid. resting in e sale or you shall rental for
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Which I agree to pay Until a you. In the incumbras immediate the time I No vert NAME— Business Penonal	as follows: \$  aid merchandishe event of non cee or removal e ly have the righ have had said m bal or written com	on the	unti full amount has be I title and ownership ove apercified, or of the ar written ownership entitled to retain as in this agreement.	een paud. resting in e aale or you shall rental for

The above is the form of contract used for all goods, except pipeless furnaces, that are sold on time payments



## Bagging hunters' trade by the lure of game contests

How the John T. Little Company appeals to mighty Nimrods of the Northwest

TO the first person who shoots a deer, either black or white tail, during the open season and who displays it at our store for one day, we will give \$5 in gold and we will mount the head free of charge."

There's an offer to kindle the ambition of any Nimrod!

It's by contests such as this one, held each Fall, that the John T. Little Company, of Spokane, Washington, has built up a large business in sporting goods—especially such sporting goods as hunters require.

The deer competition was first held by the Company back in

The Little store offers \$5 in gold and free mounting of the head for the first deer of the season killed and displayed in front of the store. Last year three deer came in the first day. The game exhibits always attract crowds

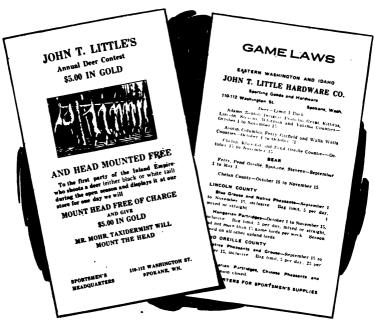




Three contests are held—one for deer, one for cougars and one for ducks. Here's a c o u g ar brought down by the hunters in the picture. As long as the season lasts, you'll find game hanging in front of the Little store

1913 or '14, and each year the shoot has become increasingly popular. In fact, so great has been the success of this stunt that two additional competitions have been staged with prizes

printed rules of the contest and announcement of the prizes. The handbill usually contains the picture of a kill of deer and a paragraph calling attention to the store's taxidermy department.



The Little store distributes leaflets containing rules of the hunting contests and a resume of the game laws '

offered for killing cougars and ducks.

The deer contest is usually advertised by newspaper stories published well in advance of the season, by show-cards in windows and by four-page hand-bills given out to customers or put in their packages.

On the front of the handbill, in big letters, is the announcement, "Free Mounted Head." Underneath is a picture of a mounted head followed by the

The game laws for Washington, Idaho and Montana are also published, and a few "Don'ts" for hunters are given. The last "Don't" reads:

"Don't fail to buy your gun and ammunition from the John T. Little Hardware Company," and under this slogan is the information, "We rent shotguns and rifles."

Two years ago a great many sportsmen tried for the first deer, (CONTINUED ON PAGE 66)

### Fountain pens for school pupils

A Chicago hardware dealer was thinking of spilt ink while he watched a group of students go by. The school term was just starting. That gave the dealer an idea for selling his fountain pens.

He poured some ink over most of a large desk blotter and laid it in his window. He left the half emptied bottle of ink tipped over on the blotter. Beside the bottle he laid a sheet of writing paper and an ordinary pen. Both were covered with ink. Then he placed a big sign up in the back, reading:

DID THIS EVER HAPPEN TO YOU?

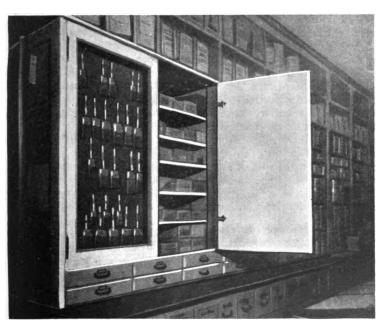
On each side of the blotter he arranged a row of fountain pens. Back of each row he stood a small sign, reading:

THE ANSWER.

### Closed door shows stock opposite

In this two-door cabinet, goods stocked on the left-hand shelves are displayed on the right-hand door, and vice versa.

For instance, paint brushes on the right-hand shelves are shown on the left-hand door. If the brushes were displayed on the door directly in front of the shelves where they are stocked, the display would be lost sight of when the door on that side was opened.



Here's the way to display stock on cabinet doors



## What is your answer to this important question:—

How can we keep the hardware business in the hardware store? Good Hardware wants the views of its readers

THE hardware business in some localities is slipping away from the hardware store. Hardware is now sold in every kind of shop, from the local gas office to the drug store. The 5-and-10 relies on its hardware department for a large portion of its business. The variety store is flourishing in every community and selling a host of household hardware. The drug store is making its inroads in fast-moving items. The garage and specialty shops have a large percentage of the accessory business.

#### More and more outlets

The public service office now sells stoves, vacuum cleaners, percolators and flat irons. Contractors and engineers act and buy in the capacity of dealers or semi-jobbers. Specialty shops

are springing up in all lines—radio, auto accessories, electrical goods, paint and stoves. Department stores in some cities sell more household, lawn and garden hardware than the hardware stores. The house-to-house canvasser sales are constantly increasing. And so it goes.

#### A vital problem

Modern business is constantly developing other and more hardware outlets besides the hardware store. The problem now is, "How to keep the hardware business in the hardware store." How is the hardware merchant to meet this modern competition—this fast-growing competition? What is he going to do about it? How can he safeguard his future against further inroads? How can he keep the hardware

business in the hardware store?

GOOD HARDWARE is opening its pages to a discussion of this question. It is a vital question. It is a question confronting almost every hardware dealer, especially in the larger towns. What is your solution? How do you meet the problem? What is your method?

Write Good Hardware a letter. Give your ideas on this question. Is the dealer at fault in this matter? Is he sitting back and allowing the specialty stores to take his trade away from him? How can he prevent it? How can the situation be remedied?

Thousands of hardware dealers are interested in this subject. They are interested in knowing how you are meeting this competition. They are interested in comparing their experience with yours.

#### Tell us your experience

The best way to meet any problem is, first, through an open exchange of ideas. may have had some experience one way or the other that will help your fellow dealer in another section. Your opinion will be eagerly read. It may help some poor fellow out of On the other the doldrums. hand, you can perhaps profit by the other fellow's experience. So write Good Hardware, 912 Broadway, New York. Give your answer to this question. Tell us what you are doing to build a fence around your share By writing us of business. frankly, you will be doing a service to the hardware trade.



Long service proved this knife from stock was durable

### It took nine years to make this sign

One hardware dealer took an old butcher knife that had been used about nine years and hung it in his window to show people that his knives were made of honest steel.

It didn't take him long to think of the idea when his butcher showed him the knife one night while the hardware man was ordering some meat. The butcher said he thought a new knife was coming because he had given the old one such good care. He may have been surprised when he was taken up on the proposition, but the hardware man knew that the knife was worth more for advertising than the price of a new one.

Don't keep a good thing to yourself. Pass GOOD HARDWARE along.

### Early planning for Thanksgiving trims

Why wait until just before the holdiay. Window decorating for Thanksgiving calls for early preparations. Here is a winning display which greeted Cincinnati last year through a window of The Pickering Hardware Company. It is pretty certain that Pickerings thought about that window a long while before Thanksgiving.

#### A keen reminder

The unusual setting and colors are what made people look at these feasting accessories. In the background is a reproduction of an old painting which reminds folks of good things to eat, and there are in the window the open husks of yellow corn, pumpkins and Autumn leaves

that are always associated with Thanksgiving. Even the light from the shaded lamps is like the color of Autumn fields.

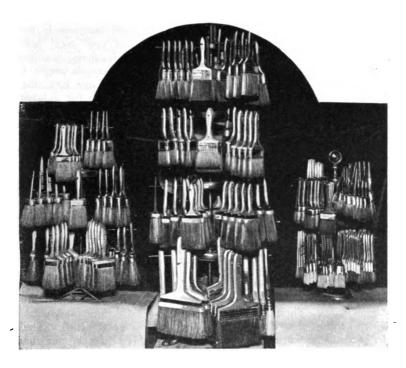
### Trace chain idea saves time

A man from that part of Oklahoma, where plowing is done mostly with mules and chain traces said that every time he got a call for trace chain it meant a fishing job to find the end of the chain in the box where the chains were kept.

This man is wondering if there are other merchants who fish for the end of a chain rather than do what he did—make an S hook from a piece of heavy wire and fit it over the edge of the box to hang the end of the chain on.



An artistic Thanksgiving window that sold cutlery, roasters and electrical goods



## Brushing up the brush sales in your paint department

Every man, woman and child spends twenty-five cents a year on brushes and you can get your share of this business

T is an easy matter to get up a lot of enthusiasm on new goods added to your stock—or to get out seasonable articles once a year and sell them with renewed interest.

But when it comes to getting enthusiastic about some of the staples, some of the old standbys—the more or less regular sellers-that's a different matter.

These staples sometimes sit on the shelves year after year, get very little attention, and become orphans in your big hardware stock. It is very easy to overlook certain of these lines and thereby overlook an opportunity for profit.

One line of staples often ne-

21

glected is paint and varnish brushes. "But," you may argue, "people know I handle brushes. There isn't much that I can do about it. Customers don't buy brushes unless they paint or varnish. So how can I increase my brush sales?"

### A little extra pressure

There is some truth in this, vet the argument is only partly There are many worthwhile things you can do to build up brush sales. Many dealers, under certain circumstances, sell more brushes than other dealers similar circumstances. under There are any number of cases where a little extra pressure on staples like brushes has built up bigger sales. There are many special things that can be done to increase the brush business. In this article we are going to discuss briefly a few of these practical selling stunts.

First of all, what is a satisfactory brush business? Let us answer this question. Taken as an average, the brush business ought to run about 10% of the paint and varnish business. Or, to put it in another way, the annual consumption of paint and varnish brushes is from 25 cents to 30 cents to every man, woman and child in the country. This gives you the basis of estimating the total brush business in your community, and when divided by the number of dealers, gives you some idea as to what you might expect in the way of volume. Now, of course, many dealers sell much more than this amount, while some fall below

If your brush business is less than 10% of your total paint and varnish business, you are not getting what you ought to have. If it is above 10%, then there is still room for a larger volume. The average brush turnover should be at least four times a year.

There are many things that must be taken into consideration in building a more profitable brush business. First in importance is the quality of your stock. Your volume must come in the better grades-brushes that run into money rapidly. Unless you have a line of high quality you cannot possibly hope to give satisfaction to the discriminating brush trade. chanics and painters know the value of a good brush. will go where they can get good brushes. Very often the hardware dealer fails to get this business because the quality of his line does not hold up.

#### Where the trouble lies

Read what a large brush manufacturer wrote Good HARD-WARE on this point:

"It is constantly coming to our attention that hardware dealers are losing much profitable brush business by not handling paint brushes of a high enough grade for the master painter's use. This condition is forcing many master painters all over the country to go to the mail order houses for the type of brushes which they insist upon having. This fact is evidenced by the many letters we receive every day from painters telling us that their dealers will not stock good bristle brushes, and asking us if we will supply them direct, which, incidentally, is contrary to our policy. The mail order

houses are receiving the larger portion of the painters' business simply for this reason.

"By high grade brushes is meant those long bristle ones which would retail ordinarily at turer, then, the best place to look for an increase in your brush sales is with the high-class trade in the better type of brushes.

Don't be afraid of the paint

## How big a paint brush stock should dealers carry?

Here's a model assortment for neighborhood stores or stores in towns of less than 3,000

VARNISH BRUSHES—1", 1½", 2", 2½" in size 3 qualities—100 to 125 brushes—Investment	<b>\$</b> 25
FLAT WALL BRUSHES—2½" to 4" in size 3 qualities—cheap, medium and good Wholesale price 25c. to \$2.50 each—Investment	<b>\$</b> 75
OVAL AND SASH BRUSHES— Small variety—Investment	\$10
STUCCO BRUSHES (in some sections only)— Small variety leather bound—Investment	\$15
KALSOMINE BRUSHES—7" 3 qualities—cheap, medium and good—Investment	\$30
WHITE WASH AND SUNDRY BRUSHES— Low price brushes—Investment	\$15

For a town of 10,000 the assortment in a general way will be the same, but the quantity increased about three times—an investment of \$450.

In a large city store very much the same assortment will work with the addition of more high quality brushes. Investment \$800.

The above assortment is one recommended by a brush expert. He says many dealers lose business because they do not carry the right assortment. Check the above assortment up with your stock and see how they compare. Of course, conditions vary, but a comparison may be worth while.

from \$5 to \$8 each. There are many cases where painters do not hesitate to pay as high as \$15 or \$20 for good, long, bristle kalsomine brushes, and these are the kind which the hardware dealer is reluctant to carry in stock for them."

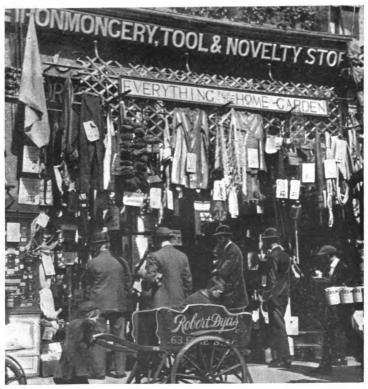
According to this manufac-

jobber in going after this business. Practically every town of 10,000 or more inhabitants has located somewhere on the side streets a so-called paint jobber. Because this man sells painters and contractors, he calls (CONTINUED ON PAGE 58)

### 'Ere's the kind of 'ardware shop Prince of Wales sees at 'ome

The British name for a hardware dealer is "ironmonger." An idea of the ironmonger's selling method can be had from a glance at this illustration of a typical London store.

In the larger cities, a majority of English hardware stores, like this one, give an impression of moving day. They always make the visitor think the ironmonger must either be moving out or just moving in. Small wares that cannot be given a place in the windows are hung up outside. The ironmonger reasons that it is up to him to compel the passersby to see his goods.



The English hardware dealer, or "ironmonger," says that his sales are increased by displaying most of his wares outside his store and by showing the price of each article with plainly marked price tags

The male Britisher dislikes entering a store and making inquiries of a sales clerk. For that reason the merchants have made a study of the shopping notions of men and have agreed that the sidewalk is where the displays belong.

Here the ironmonger assembles an array of step ladders, lawn mowers, sausage grinders, tools, rain coats, garden implements, dinner pails and fencing, all marshalled like platoons of infantry with a little lane left here and there along which the curious may wander and browse. Some of the larger stores even set up little box offices for the sidewalk cashier.

Paint is a fast seller in England. When a dealer features this line he erects a blackboard outside the store on which he chalks the various paints in stock and the prices. The cans of paint are placed in rows on the ground. Another board is covered with vari-colored daubs

to show the exact tint of the paint. The ironmonger says this factor of color is an important one in making paint sales.

### 9-to-99 cent tables sold stickers

Every article on the four tables shown in this illustration was a slow mover, taken from the regular stock. The hardware dealer found that these articles could not be sold from the shelf, even after a markdown. They were useful and handy, but people just didn't know about them.

These slow movers were sorted into groups and priced from 9c. to 99c. They attracted attention immediacely. There were some articles in the lot that were too good to be missed and, as they disappeared, other specials or leaders were added. That kept the bargain hunters busy until soon this whole array of odds and ends was sold out.



How four tables full of marked-down slow movers looked before the bargain shoppers saw them

## 19 lucky readers get checks in picture title contest

\_{^\*

Missouri man lands first prize. Here is the complete list of winners. Is your name among them?

HERE is the announcement a good many of you readers have been waiting for.

Here are the 19 winners of Good Hardware's picture title contest, which ended August 30th.

As was expected, the contest brought thousands of letters and postcards. For weeks the mail was flooded with them. Contestants tried not once but many times. One reader sent in a total of 75 titles.

The Editors congratulate those who won and thank all those who made the contest such a tremendous success by taking part in the game. For a game it was—and a jolly good one, in which thousands found enjoyment.

### Here is the line-up of winners: FIRST PRIZE, \$50

"The Great Ad-venture,"
T. W. Hamilton, Rothville,
Missouri.

#### SECOND PRIZE, \$20

"Dealing with the Queen of Hearts in His Hand," Lester Birdsong, Weaubleau, Missouri.

#### THIRD PRIZE, \$10

"A Squeeze Play Was in Order," R. C. Roberts, Oklaunion, Texas.

#### FOURTH PRIZE, \$5

"Purchasing the Tools for a Lifetime Job," D. H. Lambert, Greensboro, N. C.

#### WINNERS OF \$1 PRIZES

Mrs. John Lynch, of the J. A. Lynch Co., Inc., Foreston, Minn.; Mrs. E. F. Rankin, Garner, Iowa: W. Herman Lowe, of the Warren County Hardware Co., Bowling Green, Ky.; Karl E. Newlands, of the N. M. Smith Merc. Co., West Mineral, Kansas; James R. Rogers, of Church & Stowell, Marion, Mass.; L. W. Bunnell, of the J. W. Bunnell & Son Co., Clarks Summit, Pa.; Arlie S. Campbell, of the Browning Bros. Co., 2451 Hudson Ave., Ogden, Utah; J. Langdon Prescott, of the Thompson & Haague Co., Concord, N. H.; C. R. Fowler, of Fowler Bros., Krum, Texas; J. S. McLendon. of the McLendon Hardware Co., Waco, Texas; Miss Emma Lines, of the firm of Joe LeFevre, New Paltz, N. Y.; J. C. Bailey, of the Coleman Hardware Co., Macomb, Oklahoma; E. L. Payne, of the C. C. Weiss Hardware Company, 3428 W. Pico Street, Los Angeles, Cal.; A. F. Britnell, of the McAnelly Hardware Co., Huntsville, Ala.



## The store 106 years' experience built for Weed & Company

Attractive display and modern methods as developed in the new home of century-old Buffalo firm

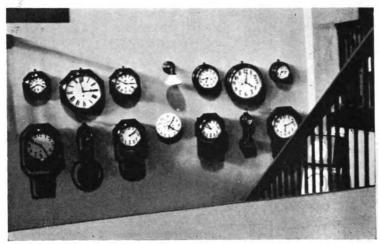
### By Benj. O. Wilkins

HEN a hardware store has been doing business in the same city for more than 100 years, there are many things in its history worthy of comment. When it is also true that members of the same family have run the store for over a century, interest is doubled. This record, achieved by Weed & Company, of Buffalo, New York, can be equalled by few, if any other, retail hardware concerns in the United States.

It was back in the year 1818 when two aggressive young men

stepped off the stage at Buffalo, then a "frontier town." George and Thaddeus Weed had come from Troy to trade in hardware. The firm which they established grew and flourished. This year it celebrated its 106th birthday by moving to a new location—the Genesee Building, at Main and Genesee Streets, Buffalo.

Shelton Weed is now president of the Company and David W. Brundage is the manager. The remarkable display found in this new store, a display which attractively faces the cus-

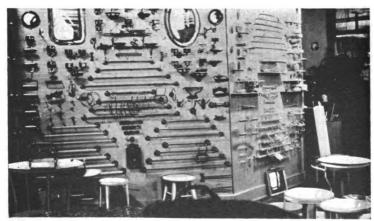


Display is selling ace at Weed & Company's store. Wall clocks are shown in their natural position—on the wall

tomer at all times from every side, is due to the planning and foresight of both men. They had pictured every square inch of the new home of Weed & Company many months before this model hardware store was opened.

The management visualized

the place so that the greatest possible part of the immense stock carried should be kept on permanent, seasonable display. Clocks, for instance, are placed in a handsome array and to great advantage on the wall of the stairway to the basement. This, in itself, is a clear ex-



Bathroom fixtures displayed this way make it easy for customers to see how these same fixtures would look at home

ample of the manner in which all space is made useful.

Instead of the unsightly stack of brooms which so often takes up the corner of a hardware store stairway, here are clocks shown in so attractive a manner that sales are made almost automatically. Wall time-pieces are the doors on which they hang so that a customer may examine the tools attached to them. This feature allows a busy clerk to show goods to several customers at the same time.

The doors on which these boards hang are all hinged toward the front of the store, so



This show case, displaying pocket-knives, faces the main entrance, where it attracts men who shop during their lunch-hour

noticed in their natural position on the wall by customers who might never catch sight of them if they were placed on shelves or counters.

A very clever feature is the idea of having removable wall plaques in the carpenters' tool department. This section is directly on the right of the main entrance of the store, and contains a remarkable exhibit of stock. Chisels, small saws and similar tools, are permanently attached to the faces of uniformly varnished boards. These boards may be removed from

that when they stand open, the display side faces customers entering the store and the general effect is therefore unspoiled—even though several of the doors may happen to remain open at one time.

The method of arranging things so that customers may examine goods to their hearts' content is one of the ways Brundage has worked out to advance his practice of self-service. Brundage pushes the idea to back his slogan: "You must show merchandise in order to

(CONTINUED ON PAGE 63)

### Here's fun! a hardware puzzle. Can you solve it?

Everyone is doing cross word puzzles nowadays. This one has a lot of hardware terms in it

ROSS word puzzles are the rage. Everyone—or, at least almost everyone—is doing them.

Good Hardware believes in being in the swim. It believes in being up-to-the-minute. So The Editors present this month a cross word puzzle for its hardware readers. This puzzle is made up of many hardware terms and the names of advertisers in Good Hardware. If you want fun—try doing it! We'll be glad to see your answer.

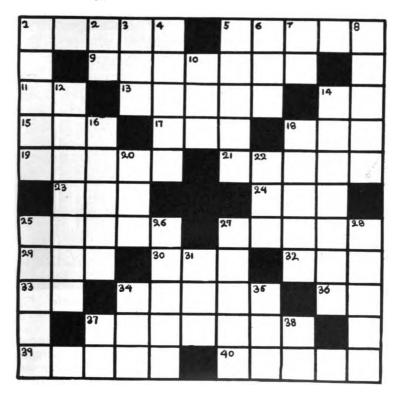
Each number in the diagram shows where a word starts. Some words run horizontally across the diagram and some of them run vertically, from the top down. Each white square is to be filled in with a letter until the word is complete. The black squares show where words stop.

Now look at your list of definitions. Number 1, horizontal, is a form of paint or varnish. Think of some word with five letters that has this meaning. You know the word has five letters because there are five white spaces on the top row of the diagram from Number 1 to the black square in the center, which shows where the word stops.

The horizontal words are filled-in in the same way. Number 3, for instance, runs from Square 3 to Square 13, where the black square designates the end of the word.

### DEFINITIONS (Horizontal)

- 1. Form of paint or varnish.
- 5. Medieval hardware.
- 9. A manufacturer of tools.
- 11. Part of verb "to be."
- 13. Kind of round-headed nails.
- 14. Standard varnish.
- Condition of material before mamnufacture.
- 17. Consumed.
- 18. Mineral spring.
- 19. What a brad is.
- 21. Pertaining to birth.
- 23. What all good buyers do promptly.
- 24. Automobile.
- 25. Writer of stories for boys.
- 27. A maker of paint.
- 29. River in Scotland.
- 30. Mountain in Greece.
- 32. Behold.
- 33. Conjunction; adverb.
- **34.** Pain.
- 36. What a baby says.
- 37. An importer of guns.
- What a successful hardware merchant must be.
- 40. Male deer; unaccompanied gentlemen.



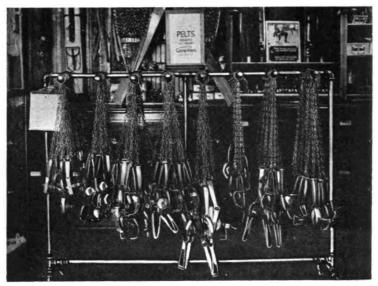
## DEFINITIONS (Vertical)

( ) (

- Agitates.
   Adverb; conjunction.
- 3. Belonging to it.
- 4. Of birth.
- 5. Character in "The Courtship of Miles Standish."
- 6. Things (Latin).
- 7. Belonging to me.
- 8. The hardware dealer in the next block.
- 10. An indispensable article of hardware.
- 12. What the salesman shows.
- 14. What Wills and Firpo did.
- 16. Manufacturers of electric products.

- 18. Heavenly bodies.
- 20. Cleaning agent used on enameled ware.
- 22. Name of a firm making a knife sharpener.
- 25. Part of a radio manufacturer's name.
- 26. Hardness.
- 27. Fringes of hair.
- 28. Periods of time.
  - 31. Female deer.
  - 34. Same as 17.
  - 35. Still.
  - 37. Abbreviation of a Good HARDWARE advertiser.
  - 38. Egyptian sun-god.

GOOD HARDWARE will be glad to know how you make out. Send us your solution.



This complete assortment of steel traps and the portable display hanger makes a selling combination

## Steel trap fixture and how to make it

Among fast selling, rapid turn-over stock you find steel traps holding a place well forward. Not much trapping is being done along Broadway in New York or along Michigan Avenue in Chicago but, getting away from the few really big cities, few hardware stores can afford to pass up the opportunities in selling steel traps.

Trapping always has been done on a big scale in the State of Washington. That is why the Yakima Hardware Company was experienced in selling equipment to the fur takers long before the recent high prices of furs started thousands trapping.

Two things learned in the

Yakima store are the importance of keeping an adequate stock of every size of trap used in the community, and giving them a good display.

The fixture pictured above was made from ¾" iron pipe. The top cross bar is made up of 8" nipples connected with standard T couplings. At each connection a 6" nipple with a cap on one end is screwed into the T and these are what the traps hang from. Wood plugs are fitted into the four L connections on the base and rolling casters are attached so that the entire combination is portable.

See page 18, then write GOOD HARD-WARE.

# The romance of simplification and its significance

What this big movement means to manufacturer and dealer

An interview with

Arthur E. Foote

of the Department of Commerce

As reported by E. M. Wickes

WENTY years ago, when Henry Ford concentrated on one standard motor-car and started to manufacture it on a mass production basis, a lot of the wiseacres called him crazy.

Today any one of those wiseacres would be willing to trade all he has for only a small interest in Ford's business.

A small variety and mass production was the big secret of Henry Ford's success. He refused to make specials and slow movers. He was a pioneer in the simplification movement. He ignored the public's love of variety—and got away with it.

But in general, competition in business has forced manufacturers, sometimes against their will, to maintain a big variety of products—at least they thought it did. This makes for a lot of slow movers that cost



Arthur E. Foote, of the Department of Commerce, is giving his full time serving manufacturers who wish to simplify their lines

money to manufacture and stock, and this cost goes a long way in making up the enormous waste in industry.

The story of simplification is one of the romances of this business generation. In this article, which is based on an interview with Mr. Arthur E. Foote of the Division of Simplified Practice, Department of Commerce, Washington, D. C., who has had

a hand in the simplification movement under Mr. Hoover, I am going to tell the dealer something of what has been accomplished, how simplification is worked out, and what it means to the hardware dealer.

### Benefits the public

For years we have been drifting along assuming that it takes 66 varieties of brick to satisfy our pavement needs. Now suddenly we discover that five are sufficient. The same holds true in hardware lines. Many hardware lines have been reduced in similar proportion with a termendous saving to manufacturer, wholesaler and retailer—and incidentally the public.

A few years ago variety was the order of the day. Someone wanted a special product with a doo-dad on it, and, of course, the manufacturer had to add that product to his line. Another wanted a tool, perhaps with a pink handle, and the manufacturer, in his endeavor to serve the public, added to his line of tools one with a pink handle. His competitors, not to be outdone, also added to their lines products with doo-dads, pink handles and similar frills, until we got into such a tangled maze of variety that only 10% of the average manufacturers' products sold with any degree of regularity.

Anyone can see the waste in such a program. The drastic cuts detailed on an accompanying page were made because the manufacturers discovered that they could well afford to get along without the varieties

they dropped from their lists.

Simplification, defined briefly, means the elimination of slow sellers and all unnecessary frills which manufacturers have been adding to create individuality and new sales angles for their products. "'Variety is the spice of life,' may be a good copy book text," says Mr. Foote, "but the following of this proverb has certainly cost the public a pretty penny. Simplified prac-

"But the course of events within the past two years, however, has effected a pretty satisfactory cure. Nevertheless, the evil of waste, in varying degrees of seriousness, is still present. And it has been pointed out that a conservative estimate of our avoidable industrial waste is fully 25%.

tice is a cure for unnecessary

### A 25% loss

"Just think, one-quarter of the effort, time and money expended in our factories is utterly lost, and from it nothing is realized! Admittedly, many sources contribute to this 25%, and no one element is responsible for all. Yet, we are told that excess variety and lack of standardization are two of the most outstanding wastes chargeable to management.

"In numerous commodity lines, varieties have been pyramiding to such an extent that the science of mass production, for which America is known the world over, is being lost. It would seem that one of the most essential lessons taught by the war has been entirely forgotten.



Drawn for GOOD HARDWARE by Joseph L. Roche

## Fixing the kite so she'll fly higher

## Results of Simplification

Item	Reductions in Varieties	5
Paving Brick	From 66 to 5	
Beds, Springs and Mattresses	78 <b>4</b>	
Metal Lath	125 24	
Asphalt	88 9	
Hotel Chinaware	700 160	
Files and Rasps	1,351 <b>49</b> 6	
Common Brick	44 1	
Range Boilers	130 13	
Woven Wire Fencing	552 69	
Woven Wire Fence Packages	2,072 138	
Milk Bottles	49 9	
Milk Bottle Caps	29 1	
Bed Blankets (Sizes)	78 12	
Hollow Building Tile	36 19	
Roofing Slate (Descriptive Ter		
(Thicknesses)	21 10	
(Sizes)	60 30	
Forged Tools	665 351	
Lumber	Standard nomenclature grades, and sizes for	
	softwood lumber recom-	•
Builders' Hardware	mended.	
7,000 Catalog Items	Reduced 26%	
Recognized Finishes	Reduced 71%	
Asbestos Paper		
Size of rolls	From 3 to 2	
Widths	3 1 8 5	
Weights Steel Barrels and Drums		
	Reduced 63% From 1.114 to 72	
Brass Lavatory and Sink Traps Bolts and Nuts for Farm Mach		
	inery 1,500 840	
Hospital Beds Length	33 1	
Width	34 3	
Height	. 44 1	
Hot Water Storage Tanks	120 14	

The above is a partial list of the lines already simplified, resulting in a tremendous saving to the American public. Many other lines are now going through the process of simplification under the auspices of the Division of Simplified Practice, Department of Commerce.

There has been much catering to the whims and fancies of the customer, and a persistent endeavor to satisfy the insatiable demand for something different.

"A tool, for instance, to which is added an odd or freakish finish, and for which there is a very limited market, becomes a new lot, and, through its entire processing, demands constant attention with all the overhead incident thereto, which eventually reaches the retailer to be charged to the consumer. The multiplicity of sizes of window sashes caused one manufacturer to remark recently, 'We have a lot of large beautiful buildings at our plant, but we no longer call ourselves manufacturerswe are merely an overgrown junk shop.

### The two ideals

"In production, small variety and large volume are the ideals, and these possibilities are present to a varying degree in all industries. To realize this ideal, simplification and standardization are vitally necessary. And, when applied to an industry, they offer many gains to the manufacturer, the distributor and the retailer.

"The retailer is enabled to increase his turnover through the elimination of obsolete and slow-moving articles, allowing him to concentrate on fewer staple lines which are easy to buy, quick to sell. As a result he can build up a more efficient sales force. What's more, he won't have to carry the same amount of stock or repair parts, nor pay

for as much storage space. The cost of his clerical help and the handling of goods will decrease, and he will be able to furnish better service through lower costs."

### The simplifying process

I asked Mr. Foote then to explain exactly how a line is simplified. The method of arriving at a decision of this nature is practically the same in every case. Here is the usual procedure, as he described it:

"A trade association representing a given field of production undertakes a survey of the actual varieties produced in the industry, showing the quantity of each variety produced. Usually this is carried out by the trade association's secretary, acting as Mr. Hoover's representative. The results of this survey are studied by the committee with the object of formulating a tentative program of elimination.

"The Department of Commerce, however, does not assume the initiative in any case, nor does it employ any pressure to induce a group of manufacturers to consider Simplified Before the Depart-Practice. ment of Commerce takes a hand it must first receive a request from some branch of an industry for its assistance to determine to what extent Simplified Practice may benefit that particular industry. Having received this request from retailers, distributors or certain manufacturers, the Department forwards this request to all the

(CONTINUED ON PAGE 74)



This sign always shows some timely information and is used as the head-line for a window display of seasonable goods all through the year

## Timely sign with clock above it

Over the front of Boeseke-Dawe Company's store in Santa Barbara, California, a combination electric sign attracts attention.

There are two arrows of red lamps and a center panel that is long enough for a score of letters and other characters. Around the center panel is a row of green lamps.

The letters in the panel are of white transparent glass. At night they show in a steady white glow. The red lights of the arrows chase along toward the points to guide the attention of passersby to the reading in the center panel.

### Timely announcements

This reading is always some information of a timely or seasonable importance and hooks up with what is being displayed below in the window. In the Fall,

when guns and ammunition are being displayed, the sign reads:

### DUCK SEASON OPENS OCT. 1

Another feature to capture the interest of every one who passes is a Western Union clock that is illuminated at night by an overhead light.

# How to mark prices on shiny metal

A thin mixture of white lead and turpentine can be applied with a writing pen or a fine brush to price-mark aluminium or nickeled pots and pans, cutlery and other articles of polished metal on which it is difficult to put prices.

Mr. Little, of the Division Hardware Company in Portland, on the Pacific, says he finds that when this solution dries it cannot be rubbed off with the hands, although it can be removed easily with a piece of cloth dipped in turpentine.

# The trick of making show-cards that people will read

A well-balanced layout is half the battle. Here's the way to get the right effect

By L. E. Blair

Of the University of Wisconsin

Last month Mr. Blair took up the simplest kind of lettering for beginners. Now he swings over to a new subject—layout. Even if you missed the first lesson, you can profit by this one. Layout is important for the show-card writer and the writer of advertising. Both can get much meat from studying the principles laid down in this article.

To be of value, a show-card must be read.

Making it easy to read is simple—when you know how. It is largely a matter of correct and balanced arrangement—or "layout."

The word "layout," as used in card writing, may mean either one of two things. It may mean the rough lettering of words in charcoal or soft pencil before inking them in, or it may mean the general arrangement of the card as a whole, with various paragraphs blocked out in panels, with or without any of the lettering sketched in. This latter

meaning of "layout" is the one this article is to consider mostly.

Expert card writers will tell you that the quality of the layout is more important than the quality of the lettering itself. Poor lettering may be made to look half-respectable if it is carefully arranged, while wellmade letters may be made to look quite shabby if the layout is bungled.

### Three main divisions

Most hardware show-cards have three main divisions: the headline or display, the body matter, and the price. As a rule the headline is heavy and prominent, the body matter lighter, and the price prominent, like the headline. Selecting the best position for each part and the amount of space to give to each, calls for system and headwork. The better this is done, the more professional the card will be in appearance.

The first rule to observe in making a layout is that no matter where you put the various parts—headline, body, and price—they must be kept in balance.

"Balance" in this case means

just about the same thing as it means anywhere. For instance, if two children of the same weight are on a seesaw at equal distances from the center, they will balance.

### They balance

Likewise, two words of similar length, such as "Spice Boxes," if placed on a card in one line, with the words at an equal distance from the center of the card, will balance, as shown in Figure 1.

Returning to the seesaw, if a third child seated himself on the center of the board, or if any weight were put there in his place, it would not disturb the balance of the seesaw a bit, so long as the weight was kept well centered.

Therefore, , a word like "Enamelled" may be centered over the two words, Boxes" and the balance will still be good. The price or other wording may be added below in the center as shown in Figure 2 without hurting the balance Some lines of lettering either. can be larger or smaller than the other lines if desired, just as the boy who climbs on the center of the seesaw may be larger or smaller than his playmates seated on the ends of the This makes it possible to vary the size of lettering in various parts of the card. long as the words in each part or division are kept centered. good balance will result.

Not all cards have the lettering centered, however, any more than all children who sit on a seesaw perch themselves the same distance from the center. A small child must move out from the center an extra distance if he wishes to balance a heavier child. Figures 3 and 4 give a picture idea of balance.

Similarly, in card writing, if you were to place a heading at the left, and the body matter below in the center, you would hardly plan on placing the price at the lower left, too, as indicated in Figure 5. You would more likely avoid the lop-sided effect such a layout would have by shifting the body matter farther to the right, and placing the price in the center. (Figure 6.)

### The show-card center

These illustrations should give you some idea of how to balance the different sections of almost any layout. There is one peculiarity, however, that I want to call to your attention. writers do not consider the horizontal center as being half-way down the card. They consider it as being about nine-tenths of that distance. This is due to an optical illusion which makes the half-way point look lower than it really is. As an example, look at any capital "S" you may find in this magazine. At first glance the upper and lower parts appear to be about the same in size. If you will turn the page upside down, however, you will see at once that your eye has been deceived and that the top part is somewhat smaller.

It is well to know also that the most favorable part of the card is considered to be just above this imaginary center.



Fig.1

ENAMELLED SPICE BOXES SPECIAL 98<sup>¢</sup>

Fig. 2



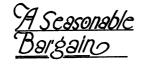
Fig.3

BALANCE

THIS PARKET AGRICAL
WITHOUT CHE CHE CHE
OF BALANCE
MITHER POSITION

THIS PANEL WICE
BALANCE THE LEFT
HAND BANEL AND
GIVES THE CARD
A DALANCED
BPPRARACISE

Fig.4



Our Entire Stock of Serceno Doors



Fig.6



Fig.5

Figures 1, 2, 3 and 4 illustrate the principles of balance. Figure 5 shows a one-sided layout and Figure 6 a properly arranged card Headlines are often placed there with some small lettering overhead, because the eye seems to look at this spot more quickly than anywhere else. Experiment upon this for yourself as

and some has to be extended.

Arranging the lettering in panels of this sort makes it easier to plan the layout, since the size and location of each group of words, like the head-

## BANG! BANG! BANG! STOP THAT SLAM WITH DOOR CHECKS \*175 — EACH

Don't run the lettering too close to the edge of the card. Leave plenty of margin. White space helps along the display by affording contrast

Your margin, however, should not be the same on top, sides and bottom as shown here. The right proportion is given on the opposite page

SUMMER SALE
GARDEN HOSE
13+ FT. CASH
ONLY

you look over the advertising in GOOD HARDWARE.

Another common practice is to lay out the paragraphs of smaller lettering so that each line of lettering is the same in length all through the paragraph. In this way, a panel or block with even edges is formed by the wording. The paragraphs themselves, of course, may vary in width and length from each other, but the lines of each paragraph should be flush. Some of the lettering has to be condensed in order to do this

line, body, or price, may be planned even before the letters are sketched in. The wording can be made to fit the space later on. Layouts can be still further improved by making tiny sketches, "thumbnail layouts," and selecting the best for the final layout.

Sometimes a line of words does not run clear across the card, or the price may be to one side of the center. In such cases, small lettering is often used to balance the other side, as shown in Figure 7.

Remember that margins should receive as much attention as the lettering. The clear spaces are just as important as those covered with letters. They make the words stand out better. Be sure to avoid running the lettering close to the edge of the card, as shown in the screen door card on the opposite page. Use a larger card, if you have to, but don't skimp on margin space.



Figure 7: Note how small lettering balances the price

As a rule, make the side margins smallest or narrowest, the top margin a little bigger, and the bottom margin biggest of all. This is better than making the margins all alike in size. Note the poor appearance of the hose card on the opposite page.

Steer clear of fancy layouts and lettering. In this respect, Figure 8 is a horrible example. Too often one forgets that the main object of a show-card is to advertise the stock for sale and not to demonstrate the



Figure 8: A "horrible example"

card writer's ability to letter. Nothing is more successful than a neat, simple layout and lettering of the kind shown in Figure 9. Professionals know this and stick to plain, snappy, carefully planned cards.

At the bottom of the page is a spurred brush alphabet which you will find simple and effective. It does not involve any strokes other than those described last month, so I will not give it any particular analysis.

Since we have covered plain



Figure 9: This card is neat

brush letters in a preceding article, and the essentials of layouts in this one, pen lettering will be taken up in the next the following month.

abcdelghijklmnopgrstuvwxyzæ



### WHEN KNIGHTHOOD WAS IN DISTRESS

Squire: Did you send for me. my Lord?

Launcelot: Yes, make haste. Brink the can opener. I've a flea in my knight clothes!

### THEY GO TOGETHER

Willie Willis: Pop, what is a

mortgage?
Mr. Willis: Oh it's something that comes with an automobile. my son.

### **EDIBLE HARDWARE**

Critical guest at party: My dear, these cakes are hard as iron. She: I know. Didn't you hear our hostess say "Take your pick" when she handed them round?

Break your word and your credit falls to bieces.

### G. WASHINGTON, IR.

A hardware merchant advertised for a boy. A red-haired, red-faced youth applied for the iob.

"Do you like work?" asked the

"No, sir," said the lad.

merchant.

"Then you can have the job! You're the first boy who's been here to-day and hasn't told a lie."

### UNTIL IT STRIKES

"What do you mean by an eight-day clock?"

'One that will run eight days

without winding."
"Huh! Then how long would it run if you wound it?"

He who won't be advised can't be helped.

### A GIRL RECEIVER

Radio Enthusiast: "I have a crystal set in a match-box." Fannie: "Yes, I shouldn't won-

der; I have a crystal set in a ring."

#### ASK DAD, HE KNOWS!

Wallie: Papa, why do they call our language the mother-tongue? Father: Well, just see who uses it most.

#### VERY SAVING

Efficiency expert: Have you any labor saving devices in your store?

Proprietor of Hickville General Store: Only the clerk.

#### THE BISHOP'S BATH

The maid had been using surreptitiously the bath tub of her employer, an elderly bishop. He was a bachelor, very fastidious about his toilet, and desired the exclusive use of his tub.

He reprimanded the maid with

much indignation:

"What distresses me most, Mary, is that you have done this behind my back."

According to an old song, Night has a thousand eyes. But the neighbors have a few more.

### TEDDY WAS SOME CARPENTER

Mr. Brown loved to tinker around, and was always buying tools, his last purchase being an expensive new saw. The first time he had occasion to use it, he stormed into the kitchen and informed his wife that he was going to exchange the saw.

"Why," he sputtered, "it won't

cut hot butter!"
"Yeth, it will, daddy," lisped
his little daughter. "Teddy sawed
a whole brick in two with it thith
morning."

### PRETTY SMOOTH

Maiden lady (to druggist): Is your cold cream good for wrinkles?

Druggist: Madam, it would take the wrinkles out of cor-

rugated iron.

### CHEAP AT THE PRICE

A Chinese truckman in San Francisco sent the following bill to a hardware dealer for delivering orders:

10 Goes

10 Comes\_

At 50c a Went.....\$5

Work is all right if you have enough spare time for it.



### **GETTING EVEN**

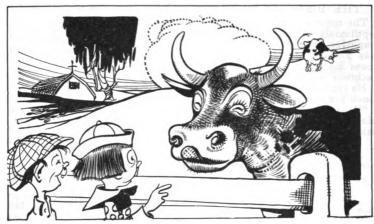
Barber (in hardware store): Gimme a box of carpet tacks. Hardware Dealer: How about a nice hammer—

B.: No, just tacks today-

H. D.: Got some fine saws—nice chisels, too. How about some bolts and nuts—

B.: No! No! Gimme my tacks, will ya?

H. D.: All right, but remember when I come to get a shave, don't try to tack me into a haircut, shampoo, massage and all the other trimmings.



City Younster: Gee, look at the big handle-bars on this fellow!

### SOUNDS REASONABLE

Boss: What do you mean by coming back from lunch at 3 o'clock?

Clerk: It's only 1 o'clock, sir. Boss: Now don't make matters

worse by lying. Clerk: But I just heard it strike 1 three times.

#### HIS POPULARITY

First Actor: I'm getting on. Somebody has now named a cigar after me."

Second Actor: I hope it draws

better than you do.

There's no other incentive to thrift that can beat twins.

### WANTED THE WHOLE THING

Barber: Now, my little man, how do you want your hair cut? Teddy: With a hole on top, like dad's!

### HIS COMPLAINT

"I say, Tom, are you ever troubled with sleeplessness?" "I am. Some nights I don't

sleep three hours."

"I pity you, then. I've got it awfully bad. I've been afflicted now for about two years. The doctor calls it 'neurio insomnia paralaxitis.'"

Tom grunted and said: "I've had it about six months; but we

call it a baby.'

### THE WORST EVIL

"What could be more sad," asked the school teacher, "than a man without a country?"

"A country without a man," answered the flapper - to - be,

brightly.

### LOST OR STOLEN?

"The engine's missing again,"

he groaned.
"Good gracious!" she cried, "where do you suppose we dropped it?"

Is the department store getting any of your business? See page 18, then write GOOD HARDWARE.

# Monthly cash prizes for the best ideas from hardware men

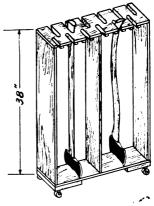
GOOD HARDWARE pays \$2.00 in cash for each good idea about the hardware business which it publishes. Address THE IDEA EDITOR, GOOD HARDWARE.

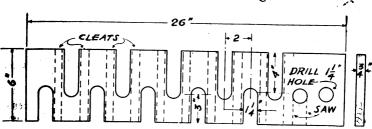
## A good rack for displaying axes

The accompanying drawing describes an axe rack which I designed and constructed to meet two important requirements. One is that I had to have some way of displaying axes in a position to prevent the handles from geting crooked. Another was that I had observed that no one ever bought an axe who did not first take it in his hand and try the heft; also that nearly every person who takes hold of an axe, and likes the way it feels in his hands, will buy it.

You see that the holes are bored closer to one side than the other so that when the little pieces are sawed out the slots are deeper on one side. That makes it possible to hang double bit axes directly from the center.

Narrow strips nailed crosswise underneath the hanger prevent the board from splitting— S. O. CHILD.

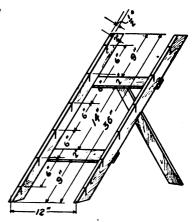




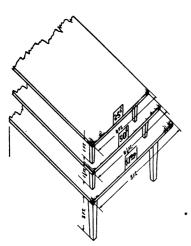
This axe hanger does away with crooked handles and makes it easy for customers to take an axe in their hands to try its heft

## This rack can hold 6 saws

Here is an easy saw rack to make. It takes up little space on a counter or show case and displays six saws attractively. All wood pieces are 2" x ½". The 1" slots sawed on a slant to hold the saws do not weaken the frame. The easel hangs on a hinge and has a cord at the bottom to hold it steady.—C. L. COVERT.



## Tiers of tables for small wares display



No puzzle meets us when time comes to change our inside displays, yet our customers can look at a new assortment of bargains every week. We always spread them out on tables that are constructed so they can be placed one on top of the other to a convenient height.

As a rule, articles of one price are placed on the same table, especially when we are featuring small wares. The prices then are shown on cards fixed at the ends of the tables.

—Charles Abbott.

### A neat way to keep axle and cup grease

My cans of axle and cup grease were displayed on a wooden ledge in front of the nail counter. Is was difficult to keep this clean as the boards soon became discolored and greasy. I covered these boards with sheet zinc and put them on heavy brackets about twelve inches from the floor. This



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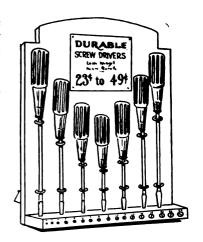
gives me ample space for tenpound pails of grease.

The ledge is now easily wiped

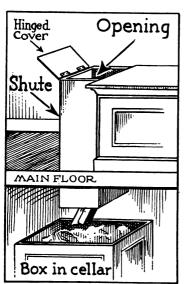
off, always looks clean and is a good place to display many other articles—John Waswo.

### Easy to tell size of screw driver

Our customers can tell the size of screw driver needed by trying it on the screw. made a neat holder from a piece of clear 14" x 16" planed thin and stained. At the bottom was a rest 2" wide. A triangular piece 10" high with a 6" base made the easel. Different size screws were fixed into the rest. Eye screws were used for supports, big enough for the bits to slip through. Prices are marked on the screw drivers rather than on the rack as their positions become changed.—R. W. CRANE.



## A safety storage idea for waste



National Fire Prevention Week should find us with a clean floor, and so should every week in the year. We believe in taking the lesson taught in the fate of too many hardware stores that have so needlessly gone up in flame.

The construction of the waste shute and basement storage box need not follow any set dimensions to correspond with the arrangement shown in this drawing.

The important thing to do is to select a safe place in the basement that will be right under a convenient place on the main floor, such as the end of a counter.—N. J. Dumont.

ford maximum economy and reliability of service when used with average one, two, three or four tube sets. And now there is a newer Eveready heavy duty, extra large "B" Battery that gives similar economy on multitube sets and power amplifiers.

To give your customers complete satisfaction, sell Evereadys, recommending the large sizes (Nos. 766, 767, 772) for average home sets, and the heavy duty extra large (No. 770) for multitube heavy drain receiving sets and power amplifiers. For portable sets, sell the Eveready No. 764 medium size, unless

space is very limited, in which case the Eveready No. 763 small size "B" Battery should be sold.

Eveready "C" Battery

Eveready makes a long-lasting "C" Battery with terminals at 1½, 3 and 4½ volts. May also be used as an "A" Battery in portable sets.

Eveready "A" Batteries
Eveready offers you
"A" Batteries for all
tubes, both storage
and dry cell. For
storage battery tubes,
sell the Eveready
Storage "A." For dry
cell tubes, sell the
Eveready Dry Cell
Radio "A" Battery
No. 7111, especially
built for radio use.

Manufactured and guaranteed by

NATIONAL CARBON CO., INC.

New York San Francisco
Canadian National Carbon Co., Limited, Toronto, Ont.

## Rayl's finds time payments work wonders

(CONTINUED FROM PAGE 13) satisfactory, he can return it and be out only \$10. Such a person will hesitate a long time before paying \$100 or more cash for the same article. Others who have their money invested don't want to withdraw it, because to do so causes the loss of interest and breaks into their plans. Not only so, but we advance the argument that these appliances pay for themselves. They are servants and one doesn't pay servants in advance; he pays them by the week or month, after they have done their work.

"We sell practically all our washers, ironers, sweepers, pipless furnaces and oil stoves on time payments and I should guess that we sell nine-tenths of our refrigerators the same way. A great many of our refrigerator customers pay up within 30 days, though, which entitles them to the cash price, so perhaps no more than 60 to 70% of our refrigerators are paid for over a period of months."

### Charges interest

Rayl's adds about 10% to the price of refrigerators and oil stoves and 6% to the price of electrical equipment when selling on credit, making the average interest rate about 8%. As the principal is reduced monthly, however, the actual rate is considerably higher than this. No secret is made of the fact that an interest charge is added on time-payment purchases and customers are told that they may

take advantage of the cash price by paying in full within 30 days.

The contract form used for all except pipeless furnaces is about as simple as such a form can be made and no effort is made to investigate the credit standing of any except pipeless furnace customers.

### Check up furnace accounts

When a furnace is installed in a home, it becomes a part of the real estate and cannot be removed without legal procedure. For this reason, Rayl's checks the ownership of the property, secures the owner's signature to the contract, looks into the matter of payments on the place, and so on. A down payment of \$25 with the order is required and a second payment of \$35 is due when installation is made. Furnaces are sold in the Fall and usually are paid for in large part before they are used.

It has been found, though, that it does not pay to investigate other accounts. The cost of such investigations is more than the losses resulting from not inthem amount vestigating Those who purchase are usually housekeepers and the appliances are delivered to their homes. Few buyers will undertake to defraud the store by moving away before payments are completed. No investigation is made, therefore, till an account becomes 30 days past due.

This Company thinks best to make the payments due monthly rather than weekly or bi-weekly, as the monthly plan reduces the amount of office work. Further, it has been found convenient to



# Their show-case brought \$2500 in Eveready Flashlight sales

It is no mystery to T. M. and W. L. Hunter, of Fayetteville, N. C., why their Eveready Flashlight and Battery sales amounted to \$2500 in ten months, in a town of 9000 inhabitants. Here is the story in their own words:

"The handsomest mahogany floor-case in our store is filled with Eveready Flashlights. It is the first case to the right of the entrance. Hence, it holds a place of importance. In it is one flashlight each of every style Eveready makes. We carry every type of battery. The reputation of having odd and unusual types has brought us much business for regular material.

"We use all the Eveready advertising-helps and our windows are often devoted entirely to Eveready Flashlights. . . This is how we sold over twenty-five hundred dollars' worth of your material in the past ten months, in a town of nine thousand inhabitants."

The newly designed and improved line of Eveready Flashlights is the most attractive, the most satisfactory, and the fastest-selling line of flashlights on the market. Ask your jobber to show you the line and the Eveready selling-helps.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, INC.
New York San Francisco

Canadian National Carbon Co., Limited, Toronto, Ontario



It pays to mention GOOD HARDWARE in answering advertisements



make all payments due on the 5th, 10th, 15th, 20th, 25th and 30th, rather than have each payment fall due exactly on the day of the month the account is opened.

When an account is opened, the contract is made out in duplicate, one copy going to the office, the other to the customer. A filing card is then made out and tabbed with a celluloid "flag" marking the date the next payment is due. Statements are sent out monthly and in case payment is not made, a second notice goes out 10 days later. Should this be ignored, a third and final notice is sent out. Further procedure is determined by circumstances, the natural thing being to repossess the merchandise.

Rayl's carries about 2,300 credit accounts, totaling approximately \$125,000, on the average. The Company carries its own paper and uses this as a selling point.

Those who meet their payments promptly are invited to open a charge account. Form letters, with the customer's name and address filled in, are used for this purpose, one form being for those who have bought washers, another for ironer customers, another for oil stove customers, and so on.

These letters tell something of the goods to be had in other departments of the store and are accompanied by a card which the customer is asked to return if he accepts the invitation.

The card merely states, "I believe an account with you will prove useful. Please keep it

open for me," and provides spaces for the customer to fill in his name, address, and telephone number.

Many who have begun as time-payment customers thus become regular charge-account customers and bring a large volume of business to other departments of the store.

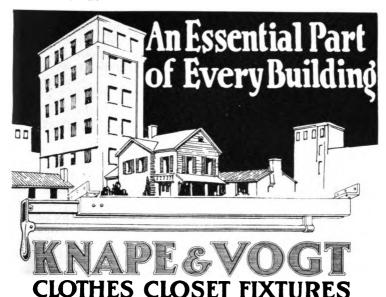
## Makes a special of auto chains

Every time there is a day that warrants the use of automobile chains, an Eastern hardware dealer, who especially features these in his accessory department, has the tires of his delivery cars fully equipped with chains, and puts a banner on each car reading, "Use Your Chains Today."

The plan serves as a reminder to other drivers who are negligent and urges those who have no chains to get some.

This merchant has kept up his practice of using chains at every opportunity and urging others to do the same, and his store naturally comes to mind whenever a motorist in that town decides to buy chains.

Write GOOD HARD-WARE. Tell the editors how you keep the hardware business out of the specialty shops.



In thousands of towns and cities the country over, architects and contractors know the advantages of Knape & Vogt Clothes Closet Fixtures. Every day new installations are made. In homes, in hotels, in clubs, lodges, factories, every place where clothing must be cared for, Knape & Vogt fixtures save space, double closet capacity and eliminate the crowding, wrinkling and other nuisances of old-fashioned closets. They are an essential part of every modern building. You can have this profitable business in your city. It will bring you many new friends and customers. Take advantage of our introductory offer. We will send Free Window display, Free mounted sample, and 22 fixtures in assorted sizes on special terms. Costs you \$24.85—sells for \$49.70. Clip the coupon now.

## Knape & Vogt Mfg. Co., Grand Rapids, Mich.

Knape & Vogt Mfg. Co., Grand Rapids, Mich.	
Gentlemen: Please send me your special introductory package containing 22 assorted sizes, FREE window display and mounted sample. Bill me	fixtures in
assorted sizes, FREE window display and mounted sample. Bill me	\$24.85, 30
days net. Name	
Address	· · · · · · · · · · ·
City	

## Brushing up brush sales in your paint department

(CONTINUED FROM PAGE 23) himself a "jobber." He then tells his trade that he gives jobbers' prices. If you check up with his prices, taking quality into consideration, you can probably quote prices just as good. The hardware store has every advantage in going after the mechanic's business, but it can't get this trade except by carrying the kind of brushes he wants. The mechanic knows the value of a good brush.

The right assortment of brushes is another big consideration. Too often a dealer has a large investment in brushes, but still he may not have the proper variety. Conditions vary in each community, yet accompanying this article you will find a model stock as outlined by a brush expert. While it may not fit your conditions exactly, it will give you at least some idea as to whether you are carrying the right assortment. Check up to see how your stock compares with this assortment.

It is an established fact that much brush business goes to the mail order house. Keeping this business at home is another way of increasing the volume. The high-class brush user often passes up the hardware store thinking that it does not carry the brush he wants. You may have exactly the brush he wants, yet if the painter doesn't know it, it profits you nothing. Display can bring your line to his attention. That's why it is ad-

visable to regularly display

brushes in your window, featuring higher class brushes as well as the general variety.

Dominating display inside the store is also of vital importance. A good variety of brushes mounted on a cloth covered or varnished panel has always been found to be effective. It constantly keeps brushes before your customers.

In Canton, Ohio, there is a store that has increased its business at least 70% by the simple method of effective inside display. It used a modern show case, and an open stock display.

Now, of course, it is an old stunt when selling paint or varnish to suggest a new brush. But it is surprising to see how many clerks fail to do so. Because of this failure an old dirty brush is often used by the customer and what might have been a good paint job is spoiled.

One dealer put it this way: "Whenever I sell paint or varnish I tell the buyer: 'Now that you bought some good paint, don't spoil the job by using a poor brush!"

### Brush advice will pay

It is surprising how many will buy one of your good brushes if you hold up to them the dangers of spoiling a good paint or varnish job. This isn't all fiction, either. As every good paint man knows, many a fine job has been spoiled by the use of a poor brush. Brush advice along this line will help cut down your paint and varnish complaints and make the products you sell give better satisfaction.

Recently the writer checked



Advertising as well as quick service

It pays to mention GOOD HARDWARE in answering advertisements

up in several hardware stores to see where the brushes were kept. In some stores they were kept on the top shelves. others they were kept on the opposite side from the paint de-In still others they were kept in the tool department. But in almost every case where the merchant had a good brush business he found it paid to keep brushes in the paint and varnish department, prominently displayed so that every time a paint or varnish was sold the customer had brushes called to his attention. The importance of this little matter of where to keep the stock cannot be overemphasized.

One manufacturer figured out that a representative hardware stock of brushes can be carried in 10 cubic feet of space. Those 10 cubic feet can be made among the most profitable in the entire hardware store.

A hindrance to growth in the brush department is the fact that salespeople don't always know what types of brushes to recommend for the various kinds of work. Whether or not the paint or varnish bought in your store gives satisfaction depends to a large degree upon the brush advice given. It is very important then that clerks know the various types of brushes, and the uses for which each is intended. This is very vital to the success of the general paint and varnish department.

### There's a steady profit

Now in conclusion: When you consider that the brush business is good, clean business; that it

is steady and profitable; that it can give you a good turnover; that there are easy sales with a good margin of profit; that you can house brushes in a small space-isn't it a good policy, then, to put a little pressure behind brushes now and then, to display brushes in your windows regularly, to bring brushes to the attention of your prospects through good interior displays and to go after the brush business with vim and vigor, increasing the volume and incidentally the profits?

A little attention of this kind on a staple like brushes will not take much time—but it will go a long way in making the difference between a profitable line and an unprofitable one.

# Free repairing sells separator parts

A firm in Atlanta, Iowa, recently advertised that farmers in the neighborhood could, for a period of two days, bring in their cream separators to be overahuled by a specialist from the factory. This service was free, except for the cost of necessary parts that might have to be put in.

The weather happened to be unusually bad during the two days, yet 25 separators were brought in and the cost of the necessary parts ranged from \$2 to \$15 for each machine. One separator was in such bad condition that repairing it did not pay, and a new machine was sold to the owner. The free repair work paid well.

## Store 106 years' experience built for Weed & Co.

(CONTINUED FROM PAGE 29)

sell it—and showing with prices is best."

Including the selling, office, and delivery forces, the store employs in all about 100 people. Women are behind the counters of the silverware, clock and kitchen hardware departments. Otherwise, men clerks are on duty throughout the store. Incidentally, cameras and films, together with a developing and printing service, have been found a necessary accessory, and are grouped in the clock department at the front of the store.

### Three cutlery lines

Arranged in cases facing the main entrance, the cutlery assortment display is extremely Three lines are careffective. ried to make the stock complete -domestic, English and German. Noon-day shoppers, composed of a large percentage of men, are attracted by the display as they make their way past it. On some of the center counters further back the self-service plan is used, with baskets holding an array of popular-priced goods, each container conspicuously showing a price sign.

Weed & Company realizes on the mid-day trade of men shoppers, and puts full value on the importance of their patronage. It is the belief of this firm that much more can be made of this class of business than the usual hardware store management realizes. A close scrutiny of the 11:30 to 2 o'clock buyers in the store reveals many business men sauntering about, looking at and handling the household tools, accessories of all kinds and other small wares displayed. They shop here just as women do in a department store—with a good percentage of purchases.

One of the recent successful drives put over by Weed & Company was a 10-day sale of stoves. In this short period of time 115 stoves were sold, by the right kind of advertising and by offering good values.

And note this, no old stoves were taken in trade. But here's the odd part of the result of that particular sale: A \$58 stove was offered for the limited period at \$42 installed, and yet stoves of a much better grade were sold to the average customer until the regular stock of higher-priced stoves was exhausted. There was no attempt to sell from the regular stock if the purchaser wanted one of the \$42 stoves.

### Another big hit

The stove sale just mentioned was held last April, and was followed by a sale on refrigerators. This scored a hit again, and 100 of these household necessities were disposed of in 10 days, priced from \$19 to \$93, averaging probably about \$35 apiece.

After a short interval, the sale was repeated with even better results.

For a staple that means steady business the year 'round, Brundage puts a good deal of faith in bathroom fixtures. Weed & Company boasts a mighty fine wall display of these commodi-

up in several hardware stores to see where the brushes were kept. In some stores they were kept on the top shelves. others they were kept on the opposite side from the paint de-In still others they were kept in the tool department. But in almost every case where the merchant had a good brush business he found it paid to keep brushes in the paint and varnish department, prominently displayed so that every time a paint or varnish was sold the customer had brushes called to his attention. The importance of this little matter of where to keep the stock cannot be overemphasized.

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### There's a steady profit

Now in conclusion: When you consider that the brush business is good, clean business; that it

is steady and profitable; that it can give you a good turnover; that there are easy sales with a good margin of profit; that you can house brushes in a small space—isn't it a good policy, then, to put a little pressure behind brushes now and then, to display brushes in your windows regularly, to bring brushes to the attention of your prospects through good interior displays and to go after the brush business with vim and vigor, increasing the volume and incidentally the profits?

A little attention of this kind on a staple like brushes will not take much time—but it will go a long way in making the difference between a profitable line and an unprofitable one.

# Free repairing sells separator parts

A firm in Atlanta, Iowa, recently advertised that farmers in the neighborhood could, for a period of two days, bring in their cream separators to be overahuled by a specialist from the factory. This service was free, except for the cost of necessary parts that might have to be put in.

The weather happened to be unusually bad during the two days, yet 25 separators were brought in and the cost of the necessary parts ranged from \$2 to \$15 for each machine. One separator was in such bad condition that repairing it did not pay, and a new machine was sold to the owner. The free repair work paid well.

### Store 106 years' experience built for Weed & Co.

(CONTINUED FROM PAGE 29)

sell it—and showing with prices is best."

Including the selling, office, and delivery forces, the store employs in all about 100 people. Women are behind the counters of the silverware, clock and kitchen hardware departments. Otherwise, men clerks are on duty throughout the store. cidentally, cameras and films, together with a developing and printing service, have been found a necessary accessory, and are grouped in the clock department at the front of the store.

### Three cutlery lines

Arranged in cases facing the main entrance, the cutlery assortment display is extremely Three lines are careffective. ried to make the stock complete -domestic, English and German. Noon-day shoppers, composed of a large percentage of men, are attracted by the display as they make their way past it. On some of the center counters further back the self-service plan is used, with baskets holding an array of popular-priced goods, each container conspicuously showing a price sign.

Weed & Company realizes on the mid-day trade of men shoppers, and puts full value on the importance of their patronage. It is the belief of this firm that much more can be made of this class of business than the usual hardware store management real-A close scrutiny of the 11:30 to 2 o'clock buyers in the

store reveals many business men sauntering about, looking at and handling the household tools, accessories of all kinds and other small wares displayed. shop here just as women do in a department store—with a good percentage of purchases.

One of the recent successful drives put over by Weed & Company was a 10-day sale of stoves. In this short period of time 115 stoves were sold, by the right kind of advertising and by offering good values.

And note this, no old stoves were taken in trade. But here's the odd part of the result of that particular sale: A \$58 stove was offered for the limited period at \$42 installed, and yet stoves of a much better grade were sold to the average customer until the regular stock of higher-priced stoves was exhausted. There was no attempt to sell from the regular stock if the purchaser wanted one of the \$42 stoves.

### Another big hit

The stove sale just mentioned was held last April, and was followed by a sale on refrigerators. This scored a hit again, and 100 of these household necessities were disposed of in 10 days, priced from \$19 to \$93, averaging probably about \$35 apiece.

After a short interval, the sale was repeated with even better results.

For a staple that means steady business the year 'round, Brundage puts a good deal of faith in bathroom fixtures. Weed & Company boasts a mighty fine wall display of these commodities, well lighted and placed in a conspicuous place in the basement, in such a position that all visitors to that floor must see and admire them.

Steady sales of bathroom fixtures are assured for some time to come for the dealer who carries an adequate, up-to-date line—placed, arranged and shown to proper advantage. Everyone is interested in keeping his bathroom up in the latest, most sanitary, ultra-convenient manner. Therefore, as new articles are put on the market to make the bathroom equipment more convenient, just as surely will the modern householder be eager to replace his out-of-date fixtures.

### A reliable standby

Of course the sporting goods department, with its many side lines, is a reliable standby. "There's always a sport in season," has become the slogan of some merchants who have found what profits there are in sporting goods. These men cater to the popular sporting demands in their own localities—and often go to considerable pains to show the appeal of sports with which members of the community are not familiar.

In this particular, Weed & Company has made a big stride in making the sport of house-building popular. Despite the high cost of erecting houses these days, people still build. Here is an opportunity for every hardware dealer to improve his trade, no matter whether he has a place of business as big as the Genesee Building of Weed & Company or but a single room

in which he conducts his store.

Make it easier for those who are thinking of building to come in and leisurely look over your line of interior and exterior building hardware. Weed & Company has set aside a wellappointed room, with no outside windows and away from the noise of the street, adequately lighted, and fitted with chairs as comfortable as those in any living-room. Here the prospective home-builder may take his time in selecting the hardware that is to be built into his home.

Weed & Company make it a business to find out who is thinking of building, which architects are figuring on new jobs, which contractors have new work in mind, and what public buildings are under consideration. go after the hardware sales on this work-and they make a lot of them because they realize fully that the best hardware that can possibly be afforded goes into new buildings. This material is not to be changed tomorrow or the day after, like a sink brush or a broom or an electric fan-but is looked upon as permanent.

### Immediate profit

Perhaps the most valuable thing the average hardware dealer can learn from the 100 years' experience of this successful concern is that the time spent in pleasing the prospective customer is an investment with an immediate profit in sight, and an added profit of friendship among those who will value their association with you as you will have occasion to value yours with them.



It pays to mention GOOD HARDWARE in answering advertisements



# For Better Poultry Drinking Water



You can quickly develop a dandy business with this new Sanitary Fountain. Every poultry raiser needs one! It keeps drinking water warm in winter, cool in summer. Best of all, it is easily cleanable, insuring perfect sanitation at all times.

Thermo Oakes Sanitary Fountain is made of heavy galvanized iron and operates on the same principle as the thermos bottle or fireless cooker. Saves time bother for the poultry raiser. Fully guaranteed - priced right.

Liberal dealer margin on this and all other Oakes quality products. Write today for complete catalog and dealer's price list.

OAKES MANUFACTURING CO 345 Dearborn Street TIPTON, IND.

### Bagging hunters' trade by the lure of game contests

(CONTINUED FROM PAGE 16)

but it was not brought in until 15 days after the season opened. Then it was shot with an automatic pistol and brought in by a man from Wenatchee, Washington, 200 miles from Spokane.

Last year, however, 20 men went out the first day and at 10 a.m. the first deer came in; the second followed at 3 p.m. and the third at 6 p.m.

As a result of the popularity of the deer contest, cougar and duck hunting contests were held last year.

### The other contests

The rules and prize for the cougar contest are the same as for the deer contest, except that \$10 is given instead of \$5. Last year the cougar, after being skinned, was given to the Chinese of the city, who consider the animal a food delicacy.

In the duck hunting contest, ammunition prizes are offered to the first person who gets a quota of ducks and displays them for a day at the little store.

Needless to say the exhibits of game attract great crowds, give the store a good deal of free publicity, and, what is more important, sell guns and ammunition to hunters of the Inland Empire.

Your fellow dealers would like to know how you meet the 5-and-10 competition. See page 18.

It pays to mention GOOD HARDWARE in answering advertisements

HORTON SPIRIT is simply a practical application to business of those qualities in mankind which inspire confidence—the qualities of loyalty, sincerity and consideration for the other fellow.

It is, in fact, a spirit of service. The true expression of HORTON SPIRIT is found in the common devotion of all of us—the men who build, the men who sell—to sincerely serve the best interests of our customers.

HORTON SPIRIT embraces good faith and fairness; a view-point that is broad and unselfish; a will to co-operate that is friendly and cordial; and above all, a desire to please that is wholehearted.

HORTON SPIRIT lives — is human — is a most vital force in the conduct of our business.





Horton Miracle Washer No. 22 — the highest grade hand operated washer. Retail price. \$18



Horton "Paerless" Washer No. 30
-- Water Power. Requires only 25



Horton Washer No. 35 - Vacuum Type, Hand Power

It pays to mention GOOD HARDWARE in answering advertisements

# Dealer gives display lots of action

Motion in a window is always desirable. It is an established fact that, other things being equal, a window with motion in it will stop a great many more people than one without motion.

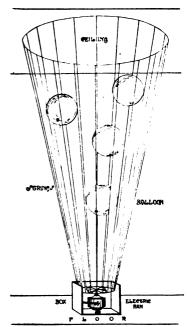
A merchant in Ann Arbor, Michigan, recently tested the relative attracting power of the same window with and without motion. He had a cut-out with a clock works attachment. Trimming the window with this as a central feature, but not wound, he counted the number of people one day who stopped between twelve and one o'clock.

The next day he repeated the performance, but wound the works. Ten times as many people stopped and looked as on the previous day.

However, good motion effects are, as a rule, difficult to obtain, as well as being quite expensive, both of which factors have tended to limit the use of motion. By following the drawing on this page, though, one may obtain a very interesting trim with plenty of action at a small outlay of time and money.

Here is how to construct this trim:

- 1. Lay an electric fan on its back in a shallow box.
- 2. Fasten a large wire hoop to the ceiling or draw a circle on the ceiling with white chalk, and at regular intervals drive in staples.
  - 3. Extend several strings



An inexpensive display in motion, whose bobbing balloons caused many more people to stop than when the trim was inactive

from the frame of the fan to the hoop or staples on the ceiling, forming a cone.

- 4. Put several brightly colored balloons inside of the cone and turn on the current. The balloons will bob around and seem to float in space, producing an unusually interesting effect. Inasmuch as the fan is hidden in the box, there is an air of mystery as to just what furnishes the propelling force.
- 5. In order to get the box in the background, put merchandise around it or fasten drapes o the edge in such manner that they will not stop the air current.

This little action trim will be found to be extremely effective as well as inexpensive.

# 40-40-20

It's new to you, this 40-40-20 paint, but we've been testing it for years.

Albalith—Zinc Oxide exterior paint is practical and profitable—for you and for your customers.

We would like to tell you about it. Send for the little booklet "40-40-20".

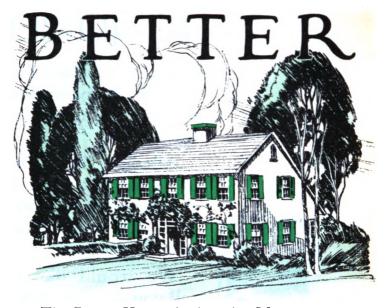
The New Jersey Zinc Company

The New Jersey Zinc Sales Company





It pays to mention GOOD HARDWARE in answering advertisements



The Better Homes in America Movement was founded in 1921 by your magazine, The Delineator. This great educational campaign reaches millions of people each year. It sells them the idea of better homes with better hardware—and features your goods.

Vacuum cleaners, fireless cookers, washing machines and other labor-saving devices that you carry are displayed in the Better Homes demonstration houses. Better Homes is a powerful influence for you. It shows people how to build and equip their own homes with the goods you have for sale.

Financed and developed by The Delineator, Better Homes rapidly became so successful, that in December, 1923, it was turned over by The Delineator to be incorporated as a public service corporation, with headquarters at Washington, D. C. This year's campaign was

For information concerning this or next year's Better Homes Campaign, write Dr. James Ford, Better Homes in America, Inc., 1653 Pennsylvania Ave., Washington, D.C.

# HOMES

and You



conducted in more than 1,000 cities. Demonstrations in actual "better homes" were visited by millions of people.

Better Homes was started by The Delineator—for The Delineator is your magazine. Each month it is telling millions of women how to lighten their work by using your goods. Delineator readers buy from you. They do not send their money to your out-of-town competitors. The Delineator does not publish the advertising of the big mail-order houses. It sends business to you. It's your magazine.

# The DELINEATOR

Associated Publications

THE DESIGNER - ADVENTURE - EVERYBODY'S MAGAZINE THE BUTTERICK QUARTERLIES - THE PROGRESSIVE GROCER

THE BUTTERICK PUBLISHING COMPANY
NEW YORK

Digitized by Google

### The romance of simplification and its significance

(CONTINUED FROM PAGE 37)
manufacturers and trade associations, supplementing it with
suggestions and information pertaining to what has been accom-

plished in other lines.

### Why cater to a minority?

"During the survey conducted by the trade association the committee may find that the industry has been making 100 varieties of a particular article and that 90% of the total business has been done with 10 articles. So it becomes quite obvious that if nine out of every 10 persons prefer one of the 10 varieties, there is no sense in continuing to turn out the additional 90 varieties in order to please a small minority. The analysis also proves that two-thirds of all the varieties are slow sellers, which tie up the capital and space of the manufacturer and the retailer while waiting for the occasional customer. So the committee recommends that the varieties be cut from 50 to 20 -figures vary in different industries-assuming, and logically, too, that the finicky 10%, on discovering that the special brands are no longer to be had, will eventually take to one of the remaining 20 varieties.

"The fact that an industry adopts a Simplified Program limiting it to a specified number of varieties, does not mean that a manufacturer is prohibited from making a special variety. He has the privilege of making a special variety for

a special market at any time. In adopting the Simplified Program approved by himself as well as the distributing and consuming factors in the industry, a manufacturer simply proposes not to make for the general market anything not included on the list. And when retailers realize they work against their own interest by asking for special varieties they will soon forget them and concentrate on the regular varieties."

"After the committee completed its investigation and is ready with its tentative program of elimination and at its request," Mr. Foote "the Department tinued. Commerce calls a general conference representing all interests, producers, distributors and con-To this general conference the tentative program is presented for discussion and as a basis of action. Before the conference closes the program submitted by the committee may have been cut from 1 to 50%. And at future conferences it may be revised as the experience of the industry may warrant.

#### Published in a series

"The final recommendations of the conference are forwarded by the Division to the various interested organizations, including trade and technical associations, government departments and the like, with the request that the organizations formally accept the recommendations of the conference. Following a formal acceptance by a very substantial majority of interested

bodies, the recommendations are published by the Department of Commerce in its Elimination of Waste Series as a Simplified Practice recommendation. Future periodic revision is provided through a continuing committee at intervals determined by the original general conference."

### Some concrete examples

When Mr. Foote was requested to point out concrete examples as to how hardware dealers would be benefited by Simplified Practice, he replied:

"Well, it works this wav. With every manufacturer making a large diversified line, a number of odd sizes, finishes, shapes, colors and no two lines alike, it is impossible for the dealer to handle all these products. If the dealer tries to handle too much variety, his stock turn is slowed down and that means small profit and all the attendant ills of slow stock turn. As long as these slow movers are made, the whimsy customer, that one out of a thousand, will demand the freak article. And if the dealer hasn't got it the result is dissatisfaction, complaint, or perhaps the alternative of sending in a special order to the manufacturer or jobber, resulting in extra expense all the way down the line.

"Now if we eliminate from the hardware line all unnecessary variety, this confusion will be avoided. The merchant can do business on less capital invested. He will accumulate fewer slow sellers. He will increase his stock turn and effect all the savings that go with a rapid stock turn. He will increase his profits. And the same holds true of the manufacturer and the wholesaler as well.

"But that is not all—a simplified line makes for better service, less confusion and more satisfied customers. It makes for efficient retailing as well as efficient wholesaling and manufacturing. It makes for a tremendous saving to the American hardware industry and, incidentally, the American public.

"Now isn't that a pretty big thing? Think of it! More efficient distribution and a great saving to the public. That's why we, from Mr. Hoover on down, are so interested in simplification. The movement is, without a doubt, one of the greatest romances of this business age:"

# Shellac keeps signs clean and fresh

In most hardware stores there are signs that are to be used season after season, such as

#### HUNTING LICENSE ISSUED HERE

In order that these will not become soiled or grimy, the hardware man should have them lettered on a piece of composition board. Then before there has been time for dirt or fly specks to appear on its surface, give the face and edges of the card a couple of coats of clear shellac. This gives to the sign a bright appearance and enables the dealer to wash dirt from the surface so he can keep his signs clean for many seasons.



# It Isn't Hard To Double Your Paint Profits

Hundreds of paint dealers are doing it with the Acme Quality Plan

Every once in a while—more frequently than you might imagine—we come across a real wide-awake, 100% paint department.

Is yours one of these?

We know you want it to be a profitable, 100% department.

There is one easy, simple way.

The first step is on the next page

.....

5



## Listen to the Acme Quality Man

The Acrne Quality Man is the most modern type of paint salesman. He is from a new school. He comes to you with real facts. carries with him a proved, scientific Plan that is now BOOMING paint departments in every section of the country.

### Listen to the Acme Quality Man

He is the man of the hour in the paint inclustry. He will show you exactly how big a market you have for Acme Quality Products. He talks in dollars and cents.

He will prove by figures that cannot lie exactly what your profit possibilities are with the Acme Quality Line.

### Listen to the Acme Quality Man

He will lay before you a simple, sure, proved plan of modern merchandising that will get the business in your trading radius.

He will show you how the Acme Quality Plan of Paint Merchan-dising is doubling and even treb-ling profits for many dealers.

### Listen to the Acme Quality Man

His proposition is put up in clean-cut, business-like form. It is interesting and quickly presented. You cannot spend a little time more profitably.

262

Just sign and send us the coupon ACME WHITE LEAD AND COLOR WORKS, Dept. 77, DETROIT, MICH.

Paints Enamels Stains Varnishes — for every surface

ACME WHITE LEAD AND COLOR WORKS, Dept. 77, Detroit, Michigan

Gentlemen: If you can show me how to increase my paint profits I shall be glad to Listen to the Acme Quality Man. Send him along.

Address .

# Dandy .... for Xmas



for scouts, campers, motorists, etc. Within the reach of every boy's pocketbook. Attractive, sturdy, easy to sell! Makes a wonderful Xmas gift for both boys and men. You will find a big sale for it!



Pronounced CRE-CO-ITE

Every dealer can increase his patronage and profits by stocking and selling the Crecoite line of tools. Here is the unusual combination of quality and price that everyone is seeking but seldom finds. Camp axes, boys' and men's axes, hatchets and hammers.

If your jobber can't supply you, write today for further information and catalog G

### Marion Tool Works, Inc.

Subsidiary of Chicago Railway Equipment Company 30 Years of Steel Making

Marion

Indiana

# "Comic" statements bring back customers

You may think the drawing shown below is funny but John Graham says it's talent. Not drawing talent, though; John means business talent. He uses drawings like that to build business.

Every person around Spokane. Washington, who buys on credit from the John W. Graham Company gets a statement each month, whether he owes anything or not. Should he owe nothing, the statement goes to show only that he bought nothing from the store during the month.

#### He lets them know

But that is just what Mr. Graham is anxious to tell them. So he starts a clerk on the duplicating machine, printing up a few statement forms with these crude and funny but very effective drawings. Cartoons like this bring a smile to the face of customers and stir up a friendly business feeling.



MAY we hear from you in MAY?

The following manufacturers of Sporting Goods, Hardware Specialties, etc., are represented in the advertising columns of the October issue of OUTDOOR AMERICA.

#### **Arms and Ammunition**

Baker & Kimball
Hobart Metal Mfg. Co.
Ithaca Gun Company
W. Stokes Kirk
Lefever Arms Co.
Lyman Gun Sight Corp.
Marble Arms & Mfg. Co.
Milford Company
New Method Gun Bluing Co.
Pacific Arms Corp.
Parker Brothers
Peters Cartridge Co.
Remington Arms Co.
Sportsmen's Equipment Co.

#### **Auto Trailers**

Auto-Kamp Trailer Co.

# Bathroom and Plumbing Fixtures

Crane Company

## Binoculars and Telescopes

Benner & Company DuMaurier Company Ferry & Company Geneva Optical Co.

#### **Boats**

Alfred C. Goethel Co. Dan Kidney & Son King Folding Canvas Boat Co.

### Boilers and Radiators

American Radiator Co.

### Engines and Motors

Elto Outboard Motor Co. Regal Gasoline Engine Co.

#### Fishing Tackle

James Heddon's Sons
John J. Hildebrandt
The Horton Mfg. Co.
W. J. Jamison Company
Herbert A. Kinney
Leberman & Jacobs
Outing Mfg. Company
South Bend Bait Co.
Streich Bait Works
Thomas Rod Company

#### Miscellaneous

Air-Tite Decoy Co. Canvas Decoy Co. Dwight McBride Co. (Dog Carrier) N. C. Hansen Company (Duck Call) Smith Typewriter Co.

#### Sporting and Camp Equipment

P. Von Frantzius Von Lengerke & Antoine

#### Taxidermy

Jonas Bros. Crosby-Frisian Fur Co. H. Willard Son & Co.

#### Wearing Apparel

Guiterman Brothers, Inc. John D. Lunn Shoe Co. Outing Footwear Co. F. A. Patrick & Company W. C. Russell Moccasin Co.

Mail the attached coupon today

The	Izaak	Walton	Leag	ue	
	536 Lal	te Shore I	Prive. (	Chicago.	III.

Without obligation to me, send full information relative to the League and a free sample of OUTDOOR AMERICA.

As advertised in Good Hardware.

# Goods sold by weight kept near scales

In a space less than 12 feet square, everything that sells by weight in Guthrie Bradley & Jones' hardware store, in Tennessee, is grouped around one set of computing counter scales, the only scales used in the store.

This space provides for two 12-foot counters with bins opening on each side. Weighing is done on one counter and wrapping on the other. Such bulk goods as red lead, chip and ground glue, wall whiting and borax are under the wrapping counter.

The other counter is fitted with built-in-bins for nails. These bins are 22 inches deep, 12 inches high and 15 inches wide, with the bottoms slanting down toward the back—about the same way that most nail bins are made. There are two rows of these bins, one over the other, facing each side of the counter.

Common nails 3 to 60 penny, 6 to 10 penny finishing nails and fence staples are kept in the bins facing the wrapping counter. Slower moving nails, fines and brads, roofing nails, small screen or netting staples and horse

shoes are kept in the bins around on the outer facing side.

On one end of this counter are fastened the ends of the rope stock, which extend through the floor to the original coils kept in the basement.

Another plan which proved convenient in this store is that of using built-in-bins around the elevator shafts, where all repairs are kept. That is utilizing space that would ordinarily be lost and keeping these unsightly items out of sight, easy of access and in a neat and compact manner.

# Records show results of special sales

How much business its advertising attracted is shown on record cards used by Schroetter Brothers' Hardware Company. The Company each week makes a leader of timely articles taken from its regular stock, using newspaper advertising and its windows to tell people what is being featured.

A results analysis is made from figures that have been entered on the card.

The insert which is shown below will indicate how plain and effective the card is.

CTOCK OF AF	WEDDIGED ADD	ror Do		
STOCK OF ADVERTISED ARTICLES				
	Week of			
Article	Amount	Amount		
Advertised	Before Sale	After Sale		
• • • • • • • • • • • • • • • • • • • •				
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# The GRISWOLD Safety Fill Tea Kettle pays dividends

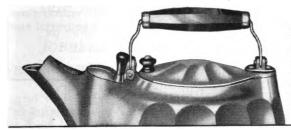
DISPLAY the Griswold Safety Fill Tea Kettle prominently among Christmas gifts. It will attract the kind of attention you want. First, by its gleaming lines. Then its special opening in front of the handle for filling. The Griswold Safety Fill Tea Kettle promises "no more scalded hands." Its beauty . . . its Griswold patented improvements make it desired in the home, or for gift. Of finest quality cast aluminum; can't chip, flake off or break.

December Good Housekeeping and The Ladies' Home Journal are making the Griswold Safety Fill Tea Kettle desired among Christmas purchases. Order now to be ready.

THE GRISWOLD MANUFACTURING CO., Erie, Pa., U.S.A.

Makers of the Bolo Oven, Extra Finished Iron Kitchen Ware,
Waffle Irons, Cast Aluminum Cooking Utensils, Gas Hot Plates,
Food Choppers, Fruit Presses, Reversible Dampers and Mail Boxes.

THE LINE THAT'S FINE AT COOKING TIME



Small opening in front of handle for filling from faucet without danger of scalding the hand. Large spout and reinforced shoulder for easy pouring. Metal part of handle fat so can't turn in hand. Extra large flat bottom for quick heating. In 4, 5, 6 quart sizes.

# GRISWOLD



MICHT OF PUMPKIN	Nº Contest	1801 124
NAME ADDRESS Contest Clien Hallowen	Ponto a Va	
Chander \$1, 1913, 42 5-00 p ts.	Corpor in Bur	

A coupon like this is filled in by the guesser and dropped in a box

# Firm runs annual pumpkin contest

For 12 Autumns the people of Glendale, California, have been aroused by that annual question, "How heavy is the pumpkin at Cornwell & Kelty's hardware store?" Last year thousands of people were drawn into the guessing. This year thousands more will pass through the store for another guess. What a termendous opportunity that is for selling!

A sure sign of Autumn is when people begin to ask at the store, "When will you start the pumpkin contest?" Then it is time to get the pumpkin and to have some coupons printed for the guessing.

These coupons are made up into pads and placed around in several parts of the store. Everybody guesses without obligation to buy anything, as the contest is held because of its general interest value and the feeling of good-will that is aroused. The people are requested to make their guesses in pounds and ounces so there will not be a number of duplicates.

The window is made up with dead grass and shocks of corn with a rail fence and other trim-

mings for a picturesque field setting. In the center of this is the pumpkin, one of unusually big proportions and coated with clear shellac. Beside it is a card telling what the prizes are for the guesses as to weight that are nearest correct. A heater goes to the man or woman winner, a tennis set to the girl and set of boxing gloves to the boy winner.

# Untrimmed windows attract attention

Whenever he is putting in a new window trim, an Eastern dealer, whose store is located where crowds are constantly passing, has a clever way of focusing attention in his store, even while the windows are bare and unattractive.

He has a sign lettered on a large cardboard, about a yard square, saying:

JUST PUTTING IN A NEW WINDOW TRIM!

BUSINESS GOING ON
AS USUAL
INSIDE—

While the window is being emptied, cleaned and retrimmed the sign stands in the window, leaning against the glass, where passersby can't miss seeing it. That helps a lot.

It is so unusual that many who glance at it in passing smile and seem to feel that the dealer is right on the job.



Here's a New
Line—with
a 72%
profit

—and

Quick Turnover!

Money in yardsticks?

Lots of it, when sold the WESTCOTT way.

Thousands of sticks are being sold. There is a big market for a popularly priced line. WESTCOTT is exploiting that market, with quality sticks less than one-half the retail price of other lines, and selling assistance that sells.

Send for free sample stick and circular showing you how you can sell WESTCOTT yardsticks with a rapidity of turnover that will amaze you.

Don't bother about a letter. Just clip this advertisement to your letterhead and mail it to us today.

JOBBERS: Write for complete information.

WESTCOTT RULE COMPANY

SENECA FALLS, N. Y.

World's Largest Exclusive Manufacturers of Rulers



# Second-hand trade adds profit

A hardware merchant in Iowa conducts a second-hand department in connection with his main store. He knows that there are many women who will buy new articles if they can get something for their old ones. Also there are many customers who welcome the chance to get a second-hand article that is in good shape.

Before installing this feature, the store kept a record of the names of customers interested in certain merchandise, but who did not buy. The reason why they did not buy was also recorded. Some could not pay the price, or refused to junk what they already had. The items in record included stoves. cabinets, washing machines, vacuum cleaners and such articles that it would be worth while to accept'in exchange for re-sale.

Then the store advertised its new policy of making an allowance on used articles. Letters were sent to the customers, telling them how they could save money on a new stove or could buy a good used one at a bargain.

### Trade-in feature

When a newly improved article came in, a notice was sent to prospective patrons asking them to come in to see the new article and adding that the model of the article they already owned could be turned in as part payment on a new purchase. When the used wares depart-

ment began to take on an attractive appearance, other letters were mailed to persons whose capacity to buy was known to be such that they would be interested in some good used article.

A continuous cycle of demand was thus put in motion. Right along with the growing demand for new goods went the demand for used merchandise. And the profits were just as much in the used wares department as they were in the regular retail establishment.

The plan works the same way as it does in the automobile salesroom. Few men will buy a new car until they know that their old one can be disposed of. The housewife, who knows that her old heater, her 5-year-old washer or her used gas stove has a trade-in value, will more often consider buying a new article.

# Custer Company says it with poetry

The Custer Hardware Company, Billings, Montana, prints the following stanza on the back of its sales slips:

Be quick to kick
if things seem wrong
But kick to us
and make it strong.
To make things right
gives us delight,
If we are wrong
and you are right.

How do you keep the hardware business in the hardware store? See page 18.

# How many of your customers say —



Give me a caster

like this, please"

SUALLY when a customer asks you for a caster to match the one she hands you, you either match it and sell her one, or you find you can't match the sample and you sell her four.

But do you try to sell her more than one caster or one set at a time? And do you sell her casters on a quality rather than on a price basis?

If you just "fill the demand" for casters, you are passing up a real opportunity to put your caster business on a paying basis—provided you sell the Bassick line.

Bassick casters are being merchandised! Once they are used in a home, that home is a market for more casters because the Bassick line gives the kind of caster service that makes the housewife buy more.

Why should your sales of casters to a customer be limited to the one caster or one set of casters requested? Your limit is only the number of pieces of furniture in a home, upon which casters can be used.

If your store salesmen will think of the Bassick line of casters when selling a customer—if they will explain that there's a caster for every purpose, and that the proper use of casters will save money in floor and furniture protection for the housewife—you will put your caster business on a paying basis.

Send for the free Bassick sales helps—counter display, newspaper electros and literature, and write us about our special No. 25 stock order

#### THE BASSICK COMPANY, Bridgeport, Conn.

For thirty years the leading makers of high grade casters for the home, office, hospital, warehouse and factory

# **Bassick Casters**

Reg. U. S. Pat. Off.



An Ohio store advertises as a special one useful article like a saw or hammer every week in the year

# Runs weekly specials throughout the year

The Swanson Hardware Company, of Gallipolis, Ohio, has an advertising stunt that it has been using with great success in the past.

Each week the Swanson store offers some staple for sale at a greatly reduced price. advertises the same article longer than one week. For instance, if it features a hammer this week, it will probably take a saw next week, and so on. The store does not buy cheap stuff to use in these weekly sales, but uses articles from the regular stock.

These sales continue throughout the year. In this way the public is constantly attracted to the store, and people who come there buy not only the specials offered, but other articles they need in the hardware line Since the inauguration of this plan, a little more than a year ago, the Swanson store has increased its business by one-third.

# Pushes the sale of galvanized pails

Every year, a well-established Main Street hardware dealer in a thriving New England town chooses pails for a selling burst —and he sells a lot of them.

His last stunt was a striking Autumn display in which the whole window was filled with ordinary galvanized pails. The center pail was "dressed up" by having a "face" painted on it with black paint, and was displayed by being set on a pedestal. Beneath it was a sign reading—WHY YOU NEED ME.

Around this sign were the other pails, each pail having an orange-colored tag. The wording on the tag suggested, for example, that an extra pail may be used when draining water from the radiator of the automobile, so that the water can be preserved and used again.

And then many other pails were suggested for the home—an extra one filled with water for a fire prevention precaution; pails for taking out ashes, and so on.

A dealer writes, "You seem to understand our problems."



It pays to mention GOOD HARDWARE in answering advertisements

Pricing and Packing Has Been Adopted for Sargent

221-223 W. Randolph St.

# Dealer marks all prices plainly

The Square Deal Hardware Store, in Los Angeles, considers that shopping people naturally wonder what an article is likely to cost. The articles in its windows are always price-marked to satisfy that wonder, and there is a winning sign over the displays that draws the prospects in. It reads:

## PLAIN PRICES MUST BE RIGHT PRICES

Another sign which settles upon the prospective customer a feeling of good will is one that challenges him to

#### COMPARE OUR PRICES WITH DOWNTOWN PRICES

If a store is operated with system and economy so that it can profitably sell at a par with popular and just prices, it is surely wise to emphasize that fact with some slogan or challenge such as this store does.

# More goods for the same money

Rather than reduce the price of electric irons, The Peoples' Hardware Company, of Gary, Indiana, took the amount of the planned reduction and substituted merchandise of that value, thus permitting them to offer free an electric curling iron with each electric iron purchased at the regular price of \$6.50.

To the dealer it meant a larger

sale and a greater turnover of merchandise without losing the desired "special sale" effect. Other similar merchandise can be combined for special prices.

# Bookkeeper sells in spare time

Do you have any spare time? It seems that, in one way, Sammy Morrison, Pennsylvania hardware man, is much like a good many dealers on that spare time question. He says "No!"

Still he's different from some others, because he says he knows how every minute of his and his clerks' time is spent. Even his bookkeeper makes her odd moments count.

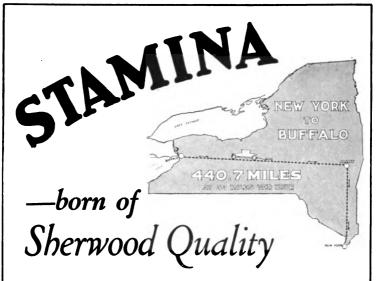
The other day Mr. Morrison called his bookkeeper over to where the kitchen sinks were displayed and said to her: "Grace, I want to sell you an enameled sink. Now here is one that is a little larger than the ordinary sink, but there are features about it that are not found on less expensive ones. It has a large drain board, plenty of room to wash dishes and can be adjusted to your height so you will not break your back while working over it. Remember that one like this will last a lifetime, and when you think of that you know it is economy to pay a little more."

This was the first lesson in salesmanship for Grace. The next day that young lady was given an opportunity to impart her selling knowledge to a customer. Since then she has put over several large sales.

# GOOD THE NATIONAL MAGAZINE OF THE HARDWARE TRADE HARDWARE TRADE

UNIVERSITY OF ILLINOIS





Isn't this a darn good talking point in selling Chummies to the consumer?

Anyone could build a coaster wagon strong enough to withstand this test, if given a wide enough margin of production cost, but the Chummy Roadster is a staunchly built quality wagon at a remarkably low price.

Let our specially prepared folders do their share in helping you sell Chummies. Enclose them in your mail, keep them handy on your counter and in the assembled wagons. They cost you nothing—but watch the results! How many shall we send you FREE?

bled wagons. They cost you nothing—but watch the results! How many shall we send you FREE?
CLIP AND MAIL THIS COUPON BEFORE YOU FORGET SHERWOOD BROS. MFG. CO., INC., CANASTOTA, N. Y.
Please send me free of chargeof your attractive Chummy Roadster folders describing that gruelling road test.
Name
Address

# wants one of these two

UN ONE or the other of these HORTON Washers, the average woman wanting washer satisfaction will find just what she has been looking for. Thousands of dealers who display this combination are getting a maximum of the possible sales in their territory.

Ask your wife or some woman in your employ, to read over the Horton features shown on the opposite page. She will undoubtedly say that they amply meet her ideas of an "ideal washer.

First let us take the HORTON No. 40 - the original 3-cup Suction Washer. This machine possesses a combination of attractive features which we do not believe are equalled in any other. It is a big, handsome machine built to give perfect laundry service for many, many years. Dealers say that it is the most efficient, fastest, electric washer produced.

The No. 33 is the advanced dolly type. This washer finally brings to the medium priced class, a machine of sturdy build, excellent washing ability and attractive appearance. We have spent many years in developing this washer to its present stage of perfection and feel proud to be able to offer a machine of such excellence at so reasonable a price. You can easily compete with higher priced machines with this washer on your floor.

Jobbers throughout the country have these machines ready for immediate shipment to you. Give your jobber a trial order. Then get acquainted with the rest of the famous Horton line of washers and ironers - it covers every need.

THE HORTON MANUFACTURING CO. stands for fair dealing in all. its relations and believes that there is a heart in business.

HORTON MANUFACTURING COMPANY 1922 Fry Street Fort Wayne, Ind.







LECTRIC WASHERS Pioneers for 50 Years



IRONERS Jort Wayne, Ind.

It pays to mention GOOD HARDWARE in answering advertisements

# A Warning to Our Friends

### And a word on the soundness of sometimes giving something for nothing

O not pay anyone money for your subscription to Good Hardware. We have no solicitors. We do not sell subscriptions by mail. If anyone tries to collect for your subscription, he should be branded immediately as an impostor.

Good Hardware is sent you with our compliments. There is no charge for it. It costs us less to send the magazine to you free than it would to go to the enormous expense of selling 45,000 subscriptions. Instead we take that money and make Good Hardware one of the outstanding business publications of the United States. You pay us nothing, yet you get a better magazine than if we charged you for it.

# May their tribe increase!

I am receiving a lot of communications from hardware men who say "You bet we're with you," or "Sure we're with you." Some expand the idea in a letter, others just send in a business card with this comment on it. They're all mighty welcome.

What's it all about?

You remember that I've been asking you to be sure to mention Good Hardware in writing to our advertisers. And these cards and letters have been coming in answer to my question in the last issue, "Are you with me?"

If you are one of those who wrote me, many thanks. If you didn't write but are mentioning Good Hardware just the same, my appreciation is just as hearty and sincere. Keep up the good work.

# How something for nothing may still be sound economics

Sometimes I think I am treading on dangerous ground when I write you so strongly about this idea of always mentioning Good Hardware when writing to advertisers.

There is always the fear that you might think we are just a money-grabbing gang and that our only interest is to get wads of advertising and wax fat on the profits.

That would be just about as far from the truth as I am from the North Pole at this minute.

We are interested in making

money. The first duty of any business man is to make a profit.

But the thing we put more attention on than anything else is to make Good Hardware so interesting that you will read every issue and so helpful that you will get suggestions and ideas from it that will put money into your cash register.

Are we following along this line from purely altruistic motives?

Not at all. Simply because it is mighty good business to look at things that way. Your interest has always been our first interest and we know from our sixty years in the publishing business this is the only sound basis on which a magazine can be operated if it expects to stay in business and prosper over a long period of time.

In order to carry on our own work—and merchants say it is a great work—at a fair profit, we have to have advertising in pretty substantial volume. It is our job as business men to get this advertising. It is your pleasure, if you wish, to work with us so that we can in turn be of more help to you.

I have met a great many hardware dealers, good friends, constant readers, enthusiastic in their belief that Good Hardware is worth hundreds of dollars a year to them, who sometimes forget to mention Good Hardware in writing to advertisers, who occasionally overlook it in answering inquiries asking what magazines they read.

That is hardly fair, is it? Quite frequently the value of a

magazine as an advertising medium is judged by just these things.

Now I'm sure you believe in giving full credit where credit is If you always mention Good Hardware in writing to advertisers and if you make a point of writing to a good many advertisers, it will pay you in the increased business that you can do from the suggestions that manufacturers can give to you and it will pay us because it will help to convince more and more manufacturers that Good Hardware is the place for them to advertise in order to get their message before you.

This means more advertising for us, more revenue, more money that we can use in making Good Hardware even better for you than it is now.

### How's your memory?

Let me ask you your three "remembers" again:

Did you remember, when you wrote for that window display, to say "I saw your advertisement in Good Hardware"?

Did you remember last month to write to seven manufacturers who advertise in Good Hardware and ask them to send you their "profit-maker" suggestions—the ones that will help you make more money on their goods, without increasing your sales expense?

Did you remember to put to actual use the ideas you read in the October issue of Good Hardware?

The reason I ask these questions again, after hinting at the same subjects in October, is to try to make sure you're getting all the value of Good Hardware that we pack into it.

(CONTINUED FROM PAGE 7)
Besides, I'm taking it for granted you don't always remember, either, any better than I do. I'll bet my wife has used a pound of twine, tying a loop of it on my little finger, so I'd remember to bring home something she particularly wanted.

But, let me tell you, those three "remembers" are mighty important to your cash register. I can't prove they are, of course, unless you're willing to do the trying. If you do, they will quickly prove themselves.

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Issued Monthly by

### TRADE DIVISION—THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

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G. K. HANCHETT, Managing Editor

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# Good REGISTERED U. S. PAT. OFF. Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI.

November, 1924

No. 2

### **G** UP FRONT WHERE THE LEADERS ARE

The hardware store that would grow must be in the vanguard of progress. It must have a clear vision and act decisively.

If too conservative—if too slow to take on new lines—it will wake up some bright morning to find that much of the new business is in the hands of someone else. Many a store today is marking time on radio, auto accessories, electrical goods and other new lines, while some bright competitors are growing up with the business and getting in on the ground floor. Many specialty shops are entrenching themselves behind the conservatism of the hardware dealer. Tomorrow it will be too late. You can pick up a great deal more new business by being in the vanguard than in the rear.

#### FEWER CALLS BY SALESMEN

Hardware dealers sometimes believe the wholesaler's salesman calls too often. Yet when a salesman calls less frequently he immediately finds his sales fall off.

Frequent calls cost money and add to the wholesaler's cost of operation. The remedy from the economy standpoint is this: concentrate your buying with a few houses. Let the houses know

they get your business even though their salesmen call less frequently. Let them know that you will hold your order—or better yet, mail it in—and not give it to the competitor who may, by chance, be on the ground.

## IRON MONGERS AND PROGRESS

Einstein has proven that the universe is finite—now Silberstein has measured it. Listen to this description of the universe from Science:

It is a four-dimensional sphere, the three usual space dimensions, and the fourth, time; it has no boundary, yet is limited; any point can be regarded as its center; you will not run against a wall when you reach the limit, but if you keep on going you will approach your starting point from the other side; the straightest line in such a spherical universe is a closed curve of very great but measurable length; the length of the radius of the universe in miles is 67 followed by 19 ciphers.

A few hundred years ago the same kind of talk about the earth was just as hard to understand.

Science is making great progress, which all makes us wonder whether we iron mongers are making the same progress in solving our problems that the

scientist is in solving his problems.

## LET HIM KNOW YOU GOT HIS MESSAGE!

Every manufacturer has from time to time, something to say to you—about his product, his policy or some new goods. It's to your advantage to hear what he has to say.

The manufacturer has two ways of making this contact. He can send a traveling man to call on you—or give you his message through the printed page—the newer form of selling. If he sells through wholesalers he has very little need for the traveling salesmen. Yet how is he to keep up his contact with you?

When the salesman calls on you he sends back to the sales manager a report of what you said and what he said. In that way the manufacturer knows you get his message.

But if the manufacturer advertises to you—that is, if he gives you the same message through

the printed page, he may hear very little from you, for there is no one present to send back a report. Yet the latter is by far the more economical way of contact with you, for it costs money to travel men. If this contact can be maintained through the printed page, the cost of the manufac-turer's distribution can be cut. If you believe in this newer and more economical form of selling, then you can help it along much, by first reading what the advertiser has to say in the trade magazines, and, second, by letting the manufacturer know that you got his message.

The best way you can do it is to tell him frequently-"I saw your ad in such and such a magazine."

## IN AND OUT OF BUSINESS

"Anyone knows enough to go into the hardware business," said a farm hand in the Fall of 1923. "But not everyone knows enough to stay in the hardware business," said the same farm hand to the sheriff in the Fall of 1924.

## Something for nothing!

Editor, Good HARDWARE:

Please send me your valuable little magazine. I understand you do not want any money. This is indeed the first time in my life that I can remember getting anything worthwhile for nothing.

I was with the Bay City Hardware Company for a number of years and received it from one of my fellow-workmen. I am now in business with my dad and brother, and I sure miss that little "Fits the pocket" magazine.

Looking forward to the next issue, I am,

F. N. GODDEYNE. F. C. GODDEYNE & SONS COMPANY Bay City, Michigan

# How to keep the hardware business in the hardware store

Here's what some of the best minds in the hardware trade have to say on the subject

WARE asks this question, "How can we keep the hardware business in the hardware store?"

This problem is troubling many hardware dealers and many of them have come back with strong ideas on the subject. Some of the country's

most successful merchants have given us their opinions and experiences. What these merchants have to say we are passing along to you in this article.

The fact that this question brought forth such thoughtful and carefully worked out opinions and discussions from the country's most successful hardware dealers indicates the seriousness of the problem. The department store, the specialty shop, the mail-order house and the house-to-house canvasser are all making in-roads into the hardware business. One merchant goes so far as to say that unless this is stopped hardware stores will soon be unknown.

That hardware dealers have not been sufficiently active in taking the aggressive, that they



How to keep the hardware business in the hardware store

have been a little slow and have allowed the specialty shop to get the jump on them is the opinion of several. The jobber and the manufacturer, too, come in for criticism.

Up-to-date advertising, window trimming and modern selling methods are given emphasis by most of

those answering this question. But we shall not attempt to summarize what these dealers have to say. You will find some of the answers following.

The question, however, is not yet settled. The proposition is still open. What is your answer? Give it to Good Hardware.

The following merchants are all successful in their respective communities. Their opinions can be studied with profit by every thoughtful hardware man who finds his non-hardware competition increasing.

#### WHAT BANISTER & POL-LARD CO., NEWARK, N. J. SAY:

We believe the best way to keep hardware business in the hardware store is to keep your hardware store in the business; to make your hardware store the hardware store of your locality.



Gensman, Frederick Gensman Brothers & Company, Oklahoma, says:

"Keep the hardware business in the hardware store by well-assorted stocks, advertising, courteous treatment, neat and well-posted clerks, first-class goods, good show windows, assistance from jobbers and less knocking among competitors. United effort seems to be one of the ways in which hardware dealers can progress."

Educate folks to associate your name or firm name with hardware the instant they think of hardware. Advertise—consistently; conservatively; conscientiously; and continually.

Every merchant in any line is always advertising, whether he is aware of it or not

The fellow who never uses a newspaper; who never makes use of the envelope enclosures most manufacturers send him gratis; who never bothers changing his window display except as the seasons change; who never tells his employees of some new item in the trade and its advantages or sales possibilities; who never sends out circular letters to prospective customers—he's advertising. He's "telling the world" he's a dead one.

#### "Let the world know"

The man who does use the newspaper; who, with statements or bills, encloses a manufacturer's sales help; who changes his window displays regu-larly; who keeps his employees posted on new trade items, personally, or through furnishing them with trade papers; who, by personal letters to prospapers, who, by personal letters to pros-pective customers, puts forth an effort for their business—he's advertising. He's "letting the world know" he's in the hardware business, and nine times out of ten he's remembered when hardware is needed.

Personally, we know by experience, window display is the best form of advertising for the retail hardware mer-

For direct results we think no chant. other form of advertising equals it. other form of advertising equals it. We plan our windows weeks, sometimes months, ahead and run them to a schedule. We endeavor to make each window distinct and impressive with the thought in mind that, though, at the time he sees it an observer may not have use for the merchandise shown, the display will impress him to the extent that when at some future date he does need it he will pay us a visit.

#### Advertise regularly

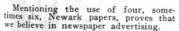
At the same time we change our windows we also tie up our newspaper advertisements with them and, if we have any envelope enclosures advertis-ing the goods shown, we send these out in the mail during the run of the dis-play. We advertise in four Newark newspapers regularly, occasionally in six.

No bill, statement or letter leaves our office at any time without an envelope enclosure. In most cases these en-closures are imprinted with our name. If it should so happen, because of lack of time, that the enclosures come to us not imprinted, we make use of a rub-ber stamp. No one has ever received any advertisement from us without knowing it's from "The Home of Good Hardware," a copyrighted trade name.

Our stationery carries this name, as does our shipping tags, and all our newspaper advertising as well. Our idea is to associate our store and good hardware as one, in everybody's thoughts. Everyone in Newark and in the suburbs may not do this, but we know of a great number who do and we are working to increase that number.

From J. E. Cockriel, Guenther Hardware Company, Kentucky—

"We know a great many of the department stores, in many cases, handle an inferior grade of goods and we think that the public realizes this. If the hardware dealer handles only quality merchandise, we think that he can get the trade away from the department stores."



Using circular letters brings results.

While we say we think window display the best form of advertising, we believe no form of advertising more certain, more forceful or more constantly active than "Service." Every store gives services, whether good or indifferent, and the result, from an advertising standpoint, is good or indifferent, according to the service given. We endeavor to impress our employees with the fact that, no matter what their position in the establishment, their jobs are important and that a customer's impression of the house depends on the attitude of the employees.

### Clerks receive journals

We have trade journals sent to the homes of our employees in an effort to make new hardware salesmen good and good hardware salesmen better. In some cases this may be "Love's labor lost," but we are glad to know that in the great majority of cases, our efforts are appreciated and justified.

We put forth a great deal of effort to get new business; we make every effort to hold that business and we try to imbue our employees with this spirit.

The foregoing may give you an idea how we are trying to keep the hardware business in the hardware store.

Some folks may buy fancy pills: patent medicines will no doubt, like the poor, be always with us; but when folks are really sick and need a doctor they're going to forget such "truck."



So, too, with the hardware game. The 5-and-10, the variety store, the drug store, the garage and specialty shop may continue even may increase, their sales of hardware items, but when folks really want good hardware—some article that runs into real money and of a quality that the little fish can't sell—they are going to come to you.

Educate them to believe you are the one to go to. Then, when you are selling them a real piece of merchandise, it's up to you to show them and let them know you can not only sell them smaller items at even lower prices than the "would-be hardware man," but that, for the same money, you can give them better merchandise. This, you see, comes under the head of "Service."

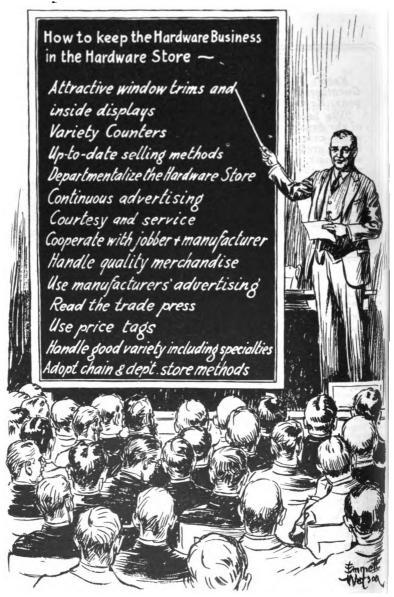
### Service important

Service, we believe to be the most forceful, most certain, most constantly active form of advertising, and by advertising we believe you are going to get the hardware business in the hardware store. Once there, it's up to you, and to you alone, to keep it.

Miles Standish said "Do it yourself!" which is good advice to follow.

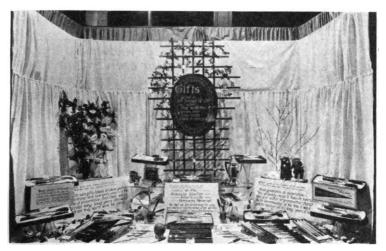
We're trying—and are pleased with the results of our efforts.

Fred'k H. A. Oppel, Manager.



#### THE ADVICE OF SUCCESSFUL HARDWARE DEALERS

Above are listed the principal points made by successful dealers in answering the question, "How can we keep the hardware business in the hardware store?" They are more fully developed in the accompanying pages



For direct results, Frederick H. A. Oppel, of the Banister & Pollard Company, thinks window displays are the best form of retail advertising. Here's one of the firm's windows

#### WHAT THOMAS F. LEON-ARD CO., SCRANTON, PA., THINKS:

The hardware business is a big business in a small town, but when cities pass 100,000 in population it is time for the hardware merchant to consider changing his business policy. The community is then big enough to support exclusive establishments in builders' hardware, heating plants, mill supplies, agricultural implements or any branch of the trade selling hardware in considerable demand.

Consider cities of 100,000 to 150,000 population and you will find this splitting up of the hardware trade. As a consequence, the hardware merchant does not hold his own in development as compared with other merchants.

It is not practical for the general hardware merchant to compete with all those who are specializing in branches of his trade in a large city. His best course is to drop the general hardware and specialize in a few good lines or to turn his store into a specialty shop,

(CONTINUED ON PAGE 54)



Another Banister & Pollard Company window—timely just now when furnaces are being started

# "Please,Mr.Boss, I've a word to say—"

In which the store clerk proves he is a mighty good fellow Say - know why they always open the windows during physical exercises? So they can throw their chests out - Ha! Ha!



He told me a story and I laughed a little louder than was necessary

PLEASE, Mr. Boss, there are a few things I want to get off my chest before another day passes. Now I, who am only your clerk, intend to say what I have to say frankly, because there are two important things at stake: your success and my success—the biggest things in the world to you and to me. Isn't that so?

Well, here goes.

It's pretty hard for me to be interested in your business unless I am sure you are interested in it. You have fallen into the habit of leaving the store during the rush hour. It is none of my business what you do, or where you go, but it is hard to see customers come in, stand around a few minutes, and then leave because they can't get anyone to wait on them. I can literally see them step into the store 18

across the street. That means we have lost an order, and possibly a customer. This sort of a thing makes me feel as sore as a crab—at you.

#### Another habit

You have another habit, Mr. Boss, of standing around while I am waiting on a customer. Please don't do it any more, for it makes me nervous, and it looks as if you couldn't trust me to make a sale without your help. It also makes the customer feel as if he is being waited on by a greenhorn, and he doesn't like that. Just leave me alone, and I'll prove to you that I can serve a customer just as well as you can.

Of course I often make mistakes. Everyone does. But, please, Mr. Boss, don't ever call me down in public. In the first

place, I resent it. I don't make mistakes on purpose, and I'm just as sorry as you are every time I do something wrong. But don't bawl me out before people. Just take me aside after they have gone and tell me about itand I promise never to make the same mistake again if I can possibly help it. Then, too, you've got to figure on how customers feel when they have to listen to a squabble going on between the boss and a clerk. You don't like to trade in a store where this sort of thing happens, do you? Well, neither do your customers like it. They come into your store to buy your products, and not to listen to a lot of wrangling.

One man I worked for kept saying to me that he wanted me to work 24 hours a day. It was a favorite expression of his! He kept saying it over and over again every day. He wanted me to work for him, not only during



One man I worked for didn't want me to have anything on my mind but his business

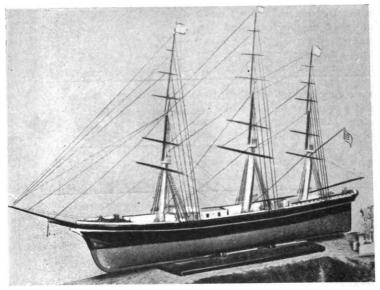


Mr. Boss, you have fallen into the habit of leaving the store during the rush hour

the day, but he wanted me to carry the business home with me and eat it for supper, dream about it when I went to bed, and then have it served for breakfast the next morning. In other words, he didn't want me to have a single thing on my mind but his business.

Well, I only worked for him month—I am surprised stayed that long. The man was a dumb-bell to think that he could make me interested in his business by cramming it down my throat every minute of the day. Now, please, Mr. Boss, don't ask me to work 24 hours a day for you. While I am on the job I'll give you every ounce of energy I've got, and I'll work overtime whenever you ask me to. But just remember this: I've got a few little things outside your store which interest me very much; things that mean a lot to me, and no man is going

(CONTINUED ON PAGE 76)



The Chandler & Farquhar Company, Boston, increases the sale of tools and parts by conducting model-building contests. The model ship shown above was one of the recent prize winners

# Model contest sells parts and tools

There's one kind of a fellow who likes to tinker with tools and make models. In Boston, Massachusetts, a bid is made for his trade by The Chandler & Farquhar Company, which stages each Fall an amateur model-building contest.

This contest runs about a month, and is governed by simple rules. Seventy or more worth-while merchandise prizes are given for the best models built and the models submitted are displayed in the store windows.

As a result of this idea, The Chandler & Farquhar Company

has built up a big trade in such tools as model-makers use and it also does a brisk business in model parts. Store demonstrations of new tools and supplies are made either by a member of the store staff or by special factory demonstrators.

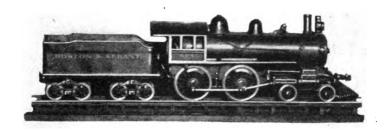
Here are the rules that governed one of the recent contests:

Contest open to all, except those engaged in the manufacture or sale of material of the class submitted.

All work to be accompanied by a written statement that it was built or assembled by the entrant.

Any number of entries may be made by the same entrant.

Prize winners must agree to leave their winning work and



Radio sets, small lathes and other valuable merchandise prizes are offered. This model engine won a prize

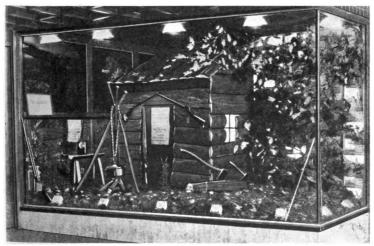
prizes in our store at least six days after the awards are announced.

The amateurs who compete in these contests are extremely skillful in the use of tools. The model engine shown on this page and the ship on the page opposite, attest to this fact.

The display of models in the firm's show-window always attracts a crowd and is good advertising in itself.

# Hunter's cabin shown in window display

You get the real old woodsy atmosphere in the window below. The Martens Hardware Company of Lancaster, Ohio, showed a hunter's cabin in one of their windows. A pot suspended over the "fire," guns over the door and other realistic touches added to the display.



A hunting window that sold goods for The Martens Hardware Company, Lancaster, Ohio



This crate was placed in front of the store entrance

# Live birds stimulate interest in ranges

Although the Benson Hard ware Company, of Los Angeles, California, does not carry a line of toys or other short-season gift goods, last year it found a way to stimulate the interest of thousands of holiday shoppers. A crate with a large turkey inside was set in front of the store entrance. On top of the crate was a card, reading:

TURKEY
GIVEN AWAY
FREE
WITH EACH
CABINET
GAS RANGE

This extra inducement was found well worth while. At

Christmas time, people who might be inclined to overlook such a prosaic article as a range, fell for the tempting "gift" of a large turkey.

This is an idea as applicable to Thanksgiving as to Christmas.

# Guide posts carry revolving ads

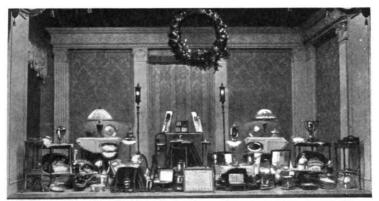
The business men of Durant, Oklahoma, believe in signs.

On the various street intersections of the business section of the city are erected combination display signs and guide posts. The display signs are so mounted that, as the wind blows, they slowly revolve and thus attract attention.

The merchants report that this form of advertising has been profitable.



The merchants of Durant, Oklahoma, believe in getting full value out of their street-crossing guide posts



Pushing the "Give a practical gift" idea is a great thing for the hardware store. Every gift in this window is practical and utilitarian

# Now's the time to set your trap to catch the Christmas shopper

Hardware dealers who do careful preliminary planning will profit most from holiday selling

GOOD HARDWARE wishes its dealer friends a prosperous Christmas!

Perhaps you may think we are early with our greeting, but we are none too early for the merchant who is determined to push this year's holiday sales ahead of last.

A football team isn't sent into a game until it has had weeks of training on the field. A good general doesn't risk his armies in battle until he has planned his campaign. And so it should be with Christmas selling.

To ride the crest of the wave that means tremendous Decem-

ber business, you can't rush in 10 days or a week before Christmas and expect to round up your rightful share of the dollars being spent. You must begin to lay your plans weeks and weeks in advance.

The month of November is none too early to begin. Christmas business and Christmas profits may seem as far off as the end of the rainbow, but the merchant who will profit the most is he who begins to lay out his schedule of window displays and advertising now. The merchant whose cash register will ring up the greatest number of

holiday sales is the one who seizes time by the forelock and starts his great drive for Christmas selling in November.

One reason for getting busy at once is that the other fellow is apt to beat you to it if you how. That goes without saying. But what are you, and what is your store, doing to bag the business of early buyers, thousands of whom begin selecting Christmas gifts about this time? These customers may not make



Utilize a direct mailing list and advertise in the daily papers. This "Guide for Shoppers" brought results

don't. Each year the Christmas buying season is being pushed ahead. The wise merchant recognizes this fact and prepares his store for the early shopper. Every year, through advertising, customers are being urged to do their holiday buying early. And they are heeding this advice. Now—in November—stocks are unbroken and there is more of a variety to choose from than later, when the eleventh hour rush sets in.

During the two weeks directly preceding Christmas you are going to get a lot of trade any-

much noise or rustle, but they are ever present just the same. Department stores and specialty shops sell a lot of goods in November, and you can do the same thing.

The experiences of many hardware dealers indicate that it is best to go after Christmas business on the basis of utility. When it comes to fancy goods—merchandise sold for appearance—the hardware store can hardly begin to compete with the jewelry shop. If John Smith wants to buy his wife a gift in the

(CONTINUED ON PAGE 61)



A 24-foot section was blown from the top of the Lorain Hardware Company's building

# First need was hardware-not food, when tornado hit Lorain, Ohio

Importance of hardware stores in a community demonstrated by last Summer's disaster

HOW absolutely essential hardware stores are to the community is best demonstrated in time of disaster.

The truth of this statement was proven in Lorain, Ohio, recently, when a tornado swept the city of 45,000 people, leaving in its wake 80 dead, 450 injured and a property loss estimated at \$20,000,000.

Four hardware houses were among the 80 stores hit by the twister which tore through the heart of the business district. These hardware stores were The Alten Hardware Company, N. C. Alten, proprietor; The

Lorain Hardware Company, Earl Krantz, owner; The City Hardware Company, owned by James P. Brattin, and The Geiger Hardware Store, Frank H. Geiger, proprietor. A loss estimated between \$30,000 and \$40,000 was suffered by the four stores.

The tornado struck Lorain about 5:30 p.m. on Saturday, June 28. It left the town in darkness. Light wires were down, gas lines were broken, more than 500 homes were wrecked and the biggest theater in the town was totally demolished, with more than a score



View of Lorain's main business district the morning after the tornado. Alten's hardware store is shown on the left

of persons buried in the wreckage. Tons of debris filled the streets. Dead, dying and injured were everywhere, many pinned under the ruins.

There was an instant demand for tools to help in excavating the ruins and for electric flashlights, gas lamps and oil lanterns of all kinds to light the search for victims. It was by such makeshift illumination as this that doctors and nurses worked through the night, and it was to the hardware stores that survivors turned for these articles.

"In spite of our own losses, we were able to supply Lorain's greatest need immediately following the tornado," says

(CONTINUED ON PAGE 64)



Picks, shovels and other stock from every hardware store in Lorain were requisitioned for searching the ruins for dead and injured

# Don't let your paint sales dry up like a flower bulb in Winter

Cold weather is just the time to push sales of paint and varnish for interior jobs

### By G. L. Hehl

Mr. Hehl, the author of this article, is a technical paint and varnish man in charge of a large production plant. He has studied the behavior of finishes under all temperatures and conditions — Summer and Winter. What he says, therefore, of Winter paint possibilities is something worth thinking about.

THE other day I was talking to a very successful paint contractor.

He surprised a number of us by emphatically stating that he took only outdoor painting during the so-called painting season, and reserved practically all his interior jobs for the Winter. As a result, he keeps on his payroll a gang of real painters, beause he keeps them busy "painting all year 'round." That's good sense and good business.

There is no question but that the inadequacy of the available number of painters has seriously curtailed re-paint work, and gives rise to the need of constructive planning such as leveling out "seasonal paint demands."

Think of it! If the painters could get outdoor jobs in the good weather and the interior work in the Winter, more outside paint would be used, as well as more interior finishes, with a result that manufacturers and dealers would make a better net profit by having a bigger, better and quicker turnover.

Every dealer would like to see that "seasonal painting demand" knocked sky high, and the paint curve flattened out. After all, the fellow to do this job is the dealer. Why should his paint department fall off in sales during the Winter, when every every manufacturer has put out a real line of paints, enamels, stains and varnishes for interior use?

### Paint season folly

You know a lot of the things we do in this world are habit. There is no scientific reason for many of our customs and habits. But following the dictates of habit often costs money. Many habits and customs should be broken for that reason—and one of them should be broken at once—namely, the paint season folly. In this article I am going to give a few right-to-the-point facts on why and how retailers can build up a Winter paint and varnish business.

### Real possibilities

Count the square feet of surface to be painted on the exterior of any home—then compare it to the interior. The difference—the "sales possibilities"—of the interior will take your breath away.

Mr. Home-owner and Mrs. Housewife have seen a wonderful sun parlor, dining room, or bedroom on their travels during the past Summer and Fall, and just wish they could get the same effect in theirs. they recall a daring bedroom color scheme in which the beds. dresser, table, carpet strip and picture frames were painted a Chinese red, with black, light tan, light green and mauve used on the walls and filled in as needed, and the floor painted black and varnished. People are doing just such things these days. Now, all this they can have by getting the material at any real paint store.

### Winter is the time

• The one and only point I want to make is just this: the Winter months are the time for interior painting. If we all get this principle into our systems, think it and talk it—the old habit of jamming the interior painting into the Spring can be broken. From the strictly scientific and

technical standpoint, also, Winter is the ideal time for interior painting and varnishing. You will find master painters and contractors ready and anxious to take on this interior work during the Winter.

What is also worth real money to you is the fact that *one* room at a time can be handled by the householder himself without the need of calling in a professional worker.

Anyone over 21 has done some painting; and most of us, before we get past 6 years of age, manage to get hold of a paint brush with lovely green paint on it.

The home job will look as good as most professional jobs of five or ten years ago. The manufacturer has, during that time, developed his interior finishes to the point where an amateur can use them and produce a real job.

### Why they're satisfactory

Do you know that, actually, the Winter is the time to do interior work? The manufacturer has developed his line of interior finishes, and makes them so that they give maximum results under Winter conditions. Now, why are painting results so satisfactory in Winter?

First, You have fewer outdoor distractions.

Second, Your room, apartment, or house is warm. You have heat at a constant temperature. Your walls and furniture are not cold, or damp. Your wall color or furniture enamel flows better and dries (CONTINUED ON PAGE 67)

# "Bob" Murray finds the greatest salesman in the world

Pennsylvania merchant pins his faith on unique action. Demonstrates labor-saving machinery with aid of store power plant

### By E. M. Wickes

THE secret of selling farm and home appliances has been boiled down to one word by Robert Murray, hardware dealer, of Wayne County, Pennsylvania.

That word is
—demonstration!

To most of the farmers in his part of the county, Mr. Murray is plain "Bob." They

know The Murray Company store in Honesdale, with its big signs across two buildings, and they are familiar with the firm's advertised slogan: "Everything for the farm."

But what probably has brought Murray more fame than anything else is his success in selling labor-saving farm and home devices.

When the average farmer hears about a new farm imple-



Robert J. Murray-"Bob"

ment, he doesn't usually get excited or display any unusual interest in it, nor does he go out of his way to pick up more information concerning it. this respect he auite different from the live manufacturer who is always on the lookout for new devices to increase pro-

duction or save himself time.

The farmer is apt to forget the matter, and likely to assume that the sale of the new implement is just another scheme by which someone hopes to make a small fortune by palming it off on farmers.

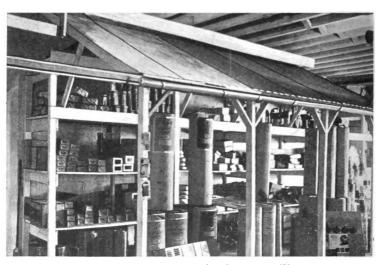
He hears about so many new implements that the announcement of an additional one on the market means very little in his life, and about the only time he will display real interest is when he sees it in action.

Then he is just as keen to learn all he can about it as a child is to explore the inner workings of a new mechanical toy.

"The best way to interest a farmer in a new farm implement is to demonstrate it," says Mr. Murray. "Demonstrate it, either at your own store or at

"When a customer comes in to look at a certain article, which may be operated in some manner, get him to it as quickly as possible, so that you won't have to waste a lot of talk and energy to keep his mind on the article.

"Now, if you have to drag him down to a poorly lighted cellar, you'll be compelled to keep up a running monologue to



Here's the way Murray sells roofing by action. The improvised roof in this picture is flooded by water

your customer's farm. And do so under favorable conditions and a good light. Make it easy for the farmer to see everything clearly.

"Above all, don't take a customer to a dark, damp cellar, for when he enters one, the damp atmosphere, the gloom, the shadows and the junk scattered about have a depressing effect on him and jeopardize the chances of a sale.

keep his thoughts on what you are trying to sell. And when you reach the cellar and come across a collection of junk and slow-moving goods, you'll have to explain just why the thing he is after is kept down there. The result is that your customer is apt to get the notion that the thing can't be such a wonder, otherwise it wouldn't be stored there.

"Don't put yourself in a posi-



Everyone in Honesdale, Pennsylvania, knows The Murray Company store, with its big signs across two buildings

tion where you'll have to offer excuses. In practically every instance they produce a bad effect. Keep farm implements where the surroundings will tend to increase the customer's re-

spect and admiration for them.

"As soon as you introduce a farmer to a new implement, start it going. Don't hand him a long explanatory prelude. Snap into it! Show him how



Farm equipment is connected up with power pulleys and the clerk shows it in action



"Homeward bound." This customer is taking a newly purchased machine back to his farm. Yes, he bought it at Murray's

it works. If he's the least bit interested he'll begin to ask questions. Then, when you talk, he'll be all ears and he will get a great deal more out of what you say.

"If a farmer comes in for a washing machine operated by power, don't tell him what a wonderful stock of washing machines you have—just walk him over to one and turn on the switch. After you have explained its workings, then induce him to operate it to prove how simple it is, how easy it will be for his wife to manipulate and the drudgery it will lift from his wife's tired shoulders.

"When you're trying to induce a farmer to equip his home or (CONTINUED ON PAGE 70)



When a farmer comes in to look at pumps, Murray turns the power on and his customer sees the pump in action



This row of stoves is wired to allow an electric lamp in each stove. The lamps, when lit, make it easy to examine the stove interiors

## Stoves lit inside by electric lights

"One of the first things a customer does when he is buying a stove," says John Sell of The Sell & Sons Mercantile Company, Pittsburg, Kansas, "is to open the stove door and look inside.

"Of course the interior of the stove is as black as ink, whereupon the clerk, if he is a good salesman, hastens to light a match or reach for a flashlight which is supposed to be in a certain place—but isn't.

"The clerk's arm may get in the way of the customer and both may bump their heads trying to look into the stove, after which apologies are in order and the salesman feels that he has lost out in the first skirmish.

"We used to be handicapped

in this way, but now we have all our stoves in a row. From a line of Number 14 insulated wire running through the collar of every stove in the row a 15-watt tungsten lamp is suspended inside the stove. These lamps are controlled by one switch.

"When a customer wants to look over our line, he is greeted by a warm glow of light coming through the windows of the stoves and whenever a store stove door is opened the interior is bright and cheerful.

"We have received many compliments on this arrangement and, judging from our sales, the idea is a good thing."

Now is the time to make your plans for Christmas selling. Turn to page 23.



REALIZING THAT THE VICES OF THE RETAIL HARDWARE DEALER ARE NOT ALL ON HIS SHELVES -WE ARE - BY SPECIAL REQUEST, PRESENTING A PROGRAM WHICH BRINGS IN SOME OTHER VICES . THIS PROGRAM WAS GIVEN BY THE LOCAL RETAIL HARDWARE DEALERS ASS'N OF HAMMERSVILLE JUNCTION AT THEIR MONTHLY JOY-FEST!

### Hammer and Tonos Theatre O.U. WAR-TACKS MANAGER

NOTICE - THIS SPACIOUS THEATRE, NOW FULL OF BIG AND LITTLE NUTS, CAN BE EMPTIED IN LESS THAN 3 MINUTES - SO LOOK . AROUND YOU NOW-AND - (IF THE SHOW GETS TOO TACKY) - OR IN CASE OF FIRE, OR A SUDDEN DESIRE FOR LIQUID HARDWARE -DON'T HAMMER ON THE EXITS - JUST BOLT OUT!



VICES OF 1924 - CONTINUED.

TOPICAL SONG - (GUARANTEED NOT TO BORE)





PANTOMIME PLAYS

NOTE - WE AIM TO OFFER A FULL LINE OF VICES - IF THE VICE WHICH HAPPENS MOST FREQUENTLY IN YOUR STORE IS NOT SHOWN HERE - WRITE THE EDITOR - AND IT WILL APPEAR IN A LATER ISSUE!



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OUR IRON CLAD GUARANTEE : SEE OUR PICTURES ONCE TWILL KEEP THE MENTAL RUST AWAY!







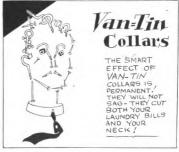




PROVES THAT YOU DON'T ALWAYS NEED SPADE TO DIG! - CURTAIN!



NOTICEABLE !



# Show-cards lettered with a pen are easy and simple to make

With little practice you can turn out good signs for Christmas

By L. E. Blair
of the University of Wisconsin

Here is a lesson that

is complete in itself. It

takes up an entirely new

phase of show-card writing—pen lettering. You don't have to know

what has gone before in

order to get practical results from this article.

O sell more goods, make your merchandise talk!

To make your merchandise talk, use plenty of show-cards.

The store that uses the right kind of signs will have larger

sales during November and the Christmas season than the store that doesn't.

This month I am going to tell you how easy it is to make your own show-cards

by doing pen-lettering.

For sign lettering work there are two kinds of pens: the stub variety, similar to ordinary stub pens, and the flat shoe type, so called because each pen has a peculiar flat nib, either round or square, projecting from its point.

In the first class of lettering pens, the stub variety, there are five different styles. The style which most resembles the ordinary stub pen is called the Soennecken or "round writing pen." "Textwriter" is another name for it.

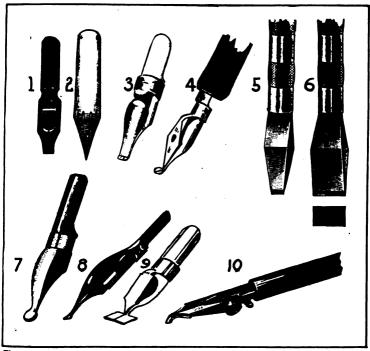
This pen is made in almost a

dozen sizes, the largest making a stroke about ½ of an inch wide, and the smallest making a line about the same size as that of an ordinary writing pen. "Music writers" are simply a

variation of the regular round writing pens, the variation being that of having three tongues at the point instead of two, as is usually the case. This gives the

pen greater spreading capacity and a more elastic "feel" when in use. Except for this, music writers differ but little from round writing pens.

"Style C Speedballs" are like music writers in that they have triple-pointed nibs, but are unlike either of the two varieties previously mentioned in having a shield over the top surface of the nibs which acts as an inkretainer. Speedballs are made in five sizes, the largest of which is a trifle wider than the largest round writing pen. All three of these styles of pens are better suited for letters up to ¾ of an



The pens that show-card writers use: (1) Round writing; (2) Music writer; (3) Style C, Speedball; (4) Master stroke; (5) Marking; (6) Shading; (7) Speedball, front view; (8) Style A or B, Speedball, side view; (9) typical flat shoe; (10) Paysant

inch high than for large display lettering.

"Marking pens" are of different construction entirely. They are much larger, the smallest being approximately the same in size as the largest of the other types and they range from that up to almost an inch wide. The pen part consists of two tapering strips, one set over the other, solidly secured to the penholder, bowing apart from each other across the middle portion so that the bow acts as an ink reservoir and coming together again at the writing point. These pens are filled either by dipping the pen into the ink or by using a

dropper to put the ink into the space between the strips.

"Shading pens" are simply marking pens finished at the writing point in such a way that the ink flows out in a thin coat over half of the width, and in a thick coat from the other half, resulting in two tones of color. Marking and shading pens are both used for display lettering as large as that made by the ordinary sizes of brushes.

Brushes give a softer, less mechanical finish than marking pens, however, since the contrast between the thin cross strokes of a letter and the full thick strokes is not as great with a brush as with a pen. Marking pens, on the other hand, do not require as much time or effort in learning how to handle and are quite popular with hardware men who do not have much lettering to do.

"Flat shoe" pens have not been in use as long as the other styles of pens. They are mostly used as substitutes for the smaller brushes. They make letters similar to those made by these brushes and can be used with greater speed. For this reason they are very popular with cardwriters.

The main part of a flat shoe pen resembles that of an ordinary pen, but the nibs have flat disks or squares extending from the point. These disks set flat on the paper when the pen is in use.

abcdefghijkImnopq rstuvwxyz-flat-shoe ABCDEFGHIJKLMN OPQRSTUVWXYZ\$\*



The correct way to hold a flat shoe pen when lettering

All the various makes of pens are supplied with ink retainers. These retainers differ slightly in style, but other parts of the pen are much the same.

The Speedball, for instance, has an extra retainer that extends over the shoe and acts as an ink regulator, while the main part of the ink retainer serves as a reservoir. This special feature tends to keep the ink from blotting on the card in case a heavy load of ink is taken up when the pen is dipped into the bottle.

The shoe pens are made with two different styles of points and in about half a dozen sizes for each style. One style has a round shoe and makes the ends

(CONTINUED ON PAGE 82)

ABCDEFGHIJKLMN OPQRSTUVWXYZ& abcdefghiklmnopgrstub wx...... 1234567890...... yz

Top—One of the flat shoe pen alphabets. Center—Old English lettering. Bottom—The Round Writing alphabet Teropormulikatausad Benkwuu

abcdefghijklmnopgestuvwzyzwbp

Round Writing should be executed in rapid rigid strokes using a broad point ed but very thin edged pen.



# Electrical goods bring Christmas dollars to the hardware store

Selecting popular holiday sellers and pushing the line for profits

By E. J. Hegarty

HE Christmas buying season is a boom season for electrical goods.

Most every electrical article, from the flashlight which costs a few cents to the washing machine which costs over \$100, sells better at this time.

The electrical appliance is yet

new. There is enough novelty about it to make it an appealing gift.

What home cannot use another portable lamp? You'll find very few. And, as you go through the list of electrical appliances, you will find many articles which are just as accept-

able as the portable lamp. Added to this acceptability is the utility of electrical gifts. They are useful. And people have been taught to give useful gifts.

The electrical industry has thrown its resources behind the electrical Christmas idea. For years it has advertised—"Give Something Electrical," "Give Useful Electrical Gifts." Manufacturers have put real money the sales of the following appliances are made at Christmas

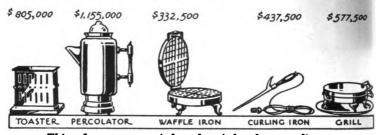
time:

Toasters Percolators Waffle Irons

Curling Irons Grills

This would mean sales in these appliances of a little over \$3,300,000.

The above figures give you



Thirty-five per cent. of the sales of the above appliances are made at Christmas. The estimated holiday salesvolume is shown over each article

into their Christmas selling plans. They offer sales and advertising helps to retail stores. Stores use these helps and, as a result, Christmas is their big season.

In the list of electrical appliances which sell well at Christmas there are some which are made primarily for sale at that time. First come electric toys.

In 1923, retail sales of electrical toys amounted to \$9,000,000. And the sales of Christmas tree light outfits and lamps were not far behind. The 1,000,000 strings of lamps sold had a retail value of \$2,500,000. The estimated business in tree lamps to replace those broken or burned out was \$2,800,000.

It is estimated that 35% of

some idea of the business in electrical goods during the holiday season. Now let us consider the electrical dealer who specializes in these goods.

One of his problems is to get people inside his store. That is why so many electrical dealers attempt to turn their stores into veritable gift shops during the last weeks of November. They add lines of low-priced gift merchandise, such as candle sticks, trays, glassware, book-ends, sewing baskets, toys and ornaments. They use these goods in window displays to draw more people into their stores.

Getting people inside the store is a problem that does not worry the hardware merchant. Customers come to him for many



A Christmas tree in your show-window will sell electrical tree decorations and give a Christmassy touch to any other merchandise

things, wherein he has an advantage over the electrical retailer. And that is why you, as a hardware man, are in a position to get a share of this large volume of Christmas sales in electrical goods.

The people are now coming to you. If you let them know that you sell electrical goods, if you make your slogan "Give Useful Gifts," there is no reason why you cannot sell electrical appliances together with the gift hardware you want to push.

If you want some of this electrical business and decide to go after your share, the following ideas may help. They all have been used successfully by electrical stores.

First of importance in any store drive for Christmas business comes display. Your store



Electric toy trains make good Christmas window displays. The movement of the train attracts attention

and show-windows must look Christmassy. It doesn't cost much and it doesn't take much time to decorate a store in the Christmas colors, but it helps to put people in the right frame of mind to buy gifts.

The most popular form of the electrical Christmas display is the Christmas tree. This tree serves to display the Christmas tree light outfits and many of the smaller appliances. Small vari-colored and odd-shaped reflectors placed in back of the lamps add to their effectiveness. An electrically lighted Christmas tree can be used with any kind of merchandise.

Santa Claus runs the Christmas tree a close second in electrical displays. The cardboard Santa, the wax Santa and the mechanical Santa have each been used with success. Santa attracts attention. He means

Christmas and the persons who see him think of Christmas and of gifts.

Next in popularity in the electrical Christmas window is the toy electric train. This gives movement to the display and attracts the attention of the passerby.

Any one or all three of these ideas can be used. If you sell Christmas tree light outfits, your tree will tell it, and it is certain that your toy electric train will be running but a very few hours before every kid in the neighborhood knows it. The train and the tree will help make your display and, at the same time, they will sell electric toys and Christmas tree lights.

One idea that sold goods for an electrical retailer was a table with a show-card which read: "Any gift on this table for \$5."

(CONTINUED ON PAGE 50)



The electrical industry has been advertising "Give Something Electrical." The lamps displayed in this window make fine utility gifts



### SOMETHING WRONG SOMEWHERE

"What are those buckets for on the shelf in the back room?" asked the new hardware clerk. "Can't you read? It says on them: 'For Fire Only.'"

"Then why do you put water in them?" demanded the other.

Try to see through things and see things through.

### NOT A HEAVY ORDER

A paint manufacturer recently received the following letter:

"Gentlemen: Will you please send us some of your striped paint? We want just enough for one barber pole.'

#### AN UNUSUAL ACCOM~ PLISHMENT

Boss (engaging boy): there anything you can do better than anyone else?

Boy: Yes, sir; read my own writing.

### QUITE ORDINARY

mother women, and daughter, were at the circus for the first time. They came to the hippopotamus, and stood for several minutes transfixed in silent wonder.

Then the mother turned to her daughter and said, slowly and solemnly: "My! Ain't - he plain?"

### NO ROUGH STUFF!

Boss: Now why on earth do you insist on sliding that roll of sandpaper along the floor? Can't you carry it on your shoulder?

Hardware Clerk: Aw, what dif-

ference does it make?

Boss: Never mind! I'll have to one pulling any rough stuff around this place.

### 12 HOURS OFF

just had my watch "I've mended an' it's still wrong."

"Why, wha'sh matter with it?" "It's pointin' to noon, an' it's midnight."

Den't hurry to catch up. ahead and stay ahead.

### 🖟 🦫 PLAIN TALK

Jim Jones is a plain talker: He catis a spade a spade; But that is just what you'd expect-

He's in the hardware trade.

#### **SQUARE PEG—ROUND** HOLE

The installment salesman was visiting the railroad shops. "This you fellows call Slim Johnson," he said, "wants a new suit of clothes on time payments. Is he honest?"

"Mister," answered the foreman, solemnly, "Slim is one of the squarest men in the round-

house.

#### TOY GUNS

"Do you sell toys?" asked the traveling salesman of the hardware dealer in the two-gun town of Holster.

"Wall, yes," admitted the mer-chant. "Most all the tenderfeet buy guns not bigger than 38-

calibre."

The difference between reason and argument is the difference between the sale you make and the one vou lose.

### NO SALE, BUT A PROFIT

A farmer entered a hardware store and exhibited an enormous egg, about six inches long, which he declared had been laid by one of his own hens.

The dealer examined it with the rest, and, then said: "Pshaw! I've got something in the egg line that will beat that."

"I'll bet you a dollar you haven't," said the farmer.

"Right!" replied the merchant; and going behind the counter, he brought out a wire egg-beater.

### JAZZ MODEL

your store completely modernized?" asked the efficiency

expert. "Yes," replied hardwareman Spinke. "Now that my schoolgirl cashier has taken up smoking and my old maid bookkeeper has had her hair bobbed-it is."

### A BORN DRIVER

Mother: You kept baby out in his carriage longer than I told

you to, Norah.

The Nurse: But he wanted a long ride, ma'am. Every time I came to a corner he had his arm

out signaling for a turn.

### POST PRANDIAL

Willie: Dad, why is an afterdinner speech called a toast?

Dad: Because it is usually so dry, my son.



Adam and Eve were the first radio fans. They had the first "Loud Speaker"



Old-fashioned door-knocker

### ASK CONGRESS

The teacher was giving a lesson on "gravity."

"I want you to understand," she said, "that it is the law of gravity that keeps us on this earth.

"Please, miss," asked little Nellie, "how did we stick on before the law was passed?"

You can always say more in five minutes than in twenty.

### AN IMPORTANT QUESTION

An old lady was having an electric cooker demonstrated to her very thoroughly. One wondered, in fact, that so many things could be said about an electric cooker.

At the end of it she turned to the clerk and asked: "Now tell me, young man, where do you turn the gas on?"

### AND THE FURNACE SMOKES

A man seeing the notice "Iron Sinks" in a hardware store window went inside and said that he

was perfectly aware of the fact that iron sinks.

Alive to the occasion the dealer retaliated, "Yes, I know, and time flies, sulphur springs, jam rolls, grass slopes, music stands, moonlight walks, rubber tires and the organ stops."

"Haven't you forgotten one

thing?" asked the visitor.
"What's that?" inquired the shopkeeper cautiously. "Marble busts," was the reply.

It isn't how hard you work or how long-it is what you accomplish that counts.

### A COURT REPORT

The name of the prisoner was

"And what is the charge?" in-

quired the judge. "That Gunn was loaded with drink, your worship," answered the policeman.

"I wish to be let off sir," pleaded the wretched man.

"Gunn, you are discharged," the judge told him.

And the report was in the newspapers the next day.



Tony, the barber, makes his job easy by telling customers hair-raising ghost stories — the scissors do the rest.

# Monthly cash prizes for the best ideas from hardware men

GOOD HARDWARE pays \$2.00 in cash for each good idea about the hardware business which it publishes. Address THE IDEA EDITOR, GOOD HARDWARE.

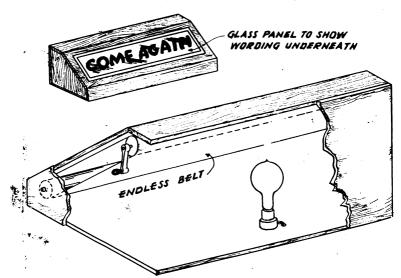
### Simple device for timely announcements

All it takes to make an apparatus such as is shown in this drawing is a box with a slanting top, two rollers, an endless belt made of canvas or paper and a piece of glass to cover the opening that customers look through in order to read what is on the belt.

Such timely announcements as THANK YOU—COME

AGAIN—SALE ON STOVES—can be printed on the belt so that a turn of the crank will reveal the line which the merchant desires.

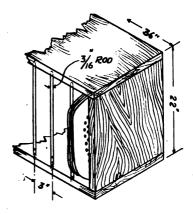
If the belt is made of glazed transparent paper, an electric lamp can be placed underneath to light up the wording. This makes a very attractive sign.—
O. P. OLESON.



Attention is more easily attracted to timely announcements when made in this mechanical way

## A neat rack for chair seats

We submit a drawing for a chair-seat rack which we find has made our chair-seat display look much neater than formerly. The divisions are made by fitting 3%" iron bars into holes bored part way through the bottom and top pieces. These division bars are spaced 3" apart.—F. B. BOARMAN.



## Pigeonholes help service man



This pigeonhole rack is high enough to allow the driver a clear view underneath

Our outside service man always carries along in the car he

drives a bunch of catalogues, circulars and other sales promotion or instruction literature as well as order blanks, bills, et cetera. He finds that a row of pigeonholes in a rack placed on the rail of the windshield just under the front of the top is a convenient place to keep such matter. All parts, including the drop door, are made of 1" pine boards. The supports, one on each end as guides and two on the top for hangers, are made of 34" strap iron. The cabinet slips on or off easily.-P. IRV-INGTON.

## Handy, easily made file cabinet

I submit the accompanying photo of a home-made file cabinet that saves time in picking out the different sizes of files and enables the dealer to keep his file stock in better shape.

The different kinds of files-



This holds files up to 14 inches

Mill, Bastard or Half Round are separated on the shelves and only one size or length is placed on any one shelf.

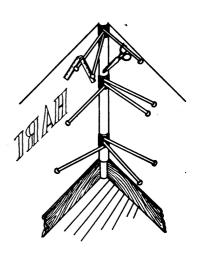
Where it is necessary to double up by placing files of two or more sizes on a shelf,

small blocks can be placed back of the shorter lengths, so the files will line up in front. Extra shelves may be added or the width of cabinet increased to meet any dealer's requirements.

—R. C. Benson.

# Towel bars used for displaying specials

We now have a way to show a few specials up close to the glass of the window without upsetting the real display. Towl bars are attached to the frames in the corners of the windows next to the street, usually about fifteen inches apart. The bars are covered with crepe paper so the display will not look crude or cheap.—James Poe.



### A tray system for deep shelving



A shelf tray for small paint cans that was developed for use in our store is shown in the accompanying sketch. These trays were easily made from stove-pipe iron. They are convenient for deep shelving and keep the cans in line. prevents overstocking or confusion. After the front cans are taken away, the tray may be pulled out part way, the cans moved to the front by hand, and the tray then shoved back into Although designed for small cans, this system could be carried out with surprising simplifying results where articles in cartons are kept on deep shelves. -CHARLES LAUCK.



This strikingly portrayed message of Crosley quality and Crosley value is reaching millions of people throughout the United States and helping to sell them Crosley radio receivers. Appearing in general magazines such as The Saturday Evening Post and American, in farm publications, in radio papers, in technical journals and newspapers, the forceful Crosley messages are reaching every type of human nature that is a radio prospect.

### Get Your Share of the Crosley Business

If you are a Crosley dealer, you are getting a big share of the business that the quality of the instrument and the advertising creates. If you are not a Crosley dealer, it will pay you to become one as soon as possible.

### Crosley Franchise a Valuable Asset

So complete is the Crosley line, so well and favorably known, that it satisfies the radio wants of everyone at a price within the reach of all.

### BEFORE YOU BUY—COMPARE YOUR CHOICE WILL BE A CROSLEY

For Sale by Good Jobbers Everywhere Crosley Regenerative Receivers are iteensed under Armstrong U. S. Patent 1,113,149. Prices West of the Rockies—add 10%.

THE CROSLEY RADIO CORPORATION
Powel Crosley, Jr., President
1148 Alfred St. Cincinnati, O.
Crosley Owns and Operates Broadcasting Station WLW.



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### Electrical goods bring Christmas dollars

(CONTINUED FROM PAGE 42)

Around this card he arranged gifts which could be sold at that price.

A variation of this idea was used by another merchant. He used a number of tables. On one the sign read, "Gifts for Mother," on another "Gifts for Father," and so on. The tables helped the buyer decide.

Still another store found a "shop early" Christmas sale effective. Along about the first week in December the store was decorated with Christmas decorations. Invitations to visit the store were sent through a mailing list and inexpensive favors were given to every woman who called. After this sale some of the Christmas decorations were taken down and then were put back again just before Christmas.

One effective sales idea that has been used by electrical retailers is a combination gift idea. Two or three appliances, each for different members of the family, are grouped in a Christmas package. The package is then sold as one unit, usually at a group price that is slightly under the combined retail price of the appliances included.

Guaranteeing Christmas day delivery made sales for a small electric store in the Middle West. Another gave Christmas souvenirs with every purchase made during December. These rangedfrom inexpensive gifts with small purchases to rather elaborate gifts with cash purchases of the larger appliances. The scheme kept the Christmas idea before the customers and resulted in many additional sales.

The owner of an electrical store in Connecticut had the following to say about the Christmas sales drive: "There is one danger in any Christmas campaign that must be guarded against. It shouldn't be started too early. For no matter how much 'shop early' propaganda is in circulation, the big sales still come in the last few weeks.

### Divides his drive

This dealer gets around this bogie by making his Christmas drive in two stages. The first week in December he decorates his store with some suggestion of Christmas, just a few festoons along the walls and a single table with a card lettered, "Advance Suggestions for Christmas Gifts." Later, when the real buying season starts, he decorates his store completely, and puts his whole efforts into selling the Christmas idea.

The beauty of a drive on electrical gifts in your store is that it need not be a separate drive. Your slogan—"Give Useful Gifts"—can apply to hardware, electrical appliances or any line you carry. The Christmas season is a big one for many lines, and especially big for electrical goods.

Without much extra effort you can get aboard the electrical industry's big Christmas campaign and you can still sell all the other goods you would regularly.

opportunity of interesting them in the other lines of merchandise that we carry. The Everyready Radio Battery line has helped us more than any other line of merchandise. In one month of this year we sold over \$400 worth of 'B' Batteries alone, much of that volume to people I had never seen before. Turnover profit is greatest on Everyready Radio Batteries. Mr. Arthur Seager, my assistant, agrees with me that they are the greatest single selling asset we have."

Eveready Radio Batteries, nationally advertised, are quick sellers and quick profit-makers. A quality product through and through, they add prestige to your store and stock. They attract customers who are eager to buy and do not have to be sold. No radio, electrical, hardware or general store stock is complete without Eveready Radio Batteries. Order from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, Inc.

Headquarters for Radio Battery Information

New York

San Francisco

Canadian National Carbon Co., Limited, Toronto, Ontario



-they last longer

It pays to mention GOOD HARDWARE in answering advertisements

### How to keep business in the hardware store

(CONTINUED FROM PAGE 17)

taking on such lines of goods as he can sell in volume at a satisfactory profit, as the drug or department stores do.

It may be said that this means get-ting out of the hardware business. On the other hand, it may be said it is fighting the devil with his own fire. Every good hardware merchant can re-tail a good volume of hardware lines such as kitchen appliances, stoves, refrigerators, fences, paints, roofing, cut-lery, bathroom fixtures, tools and the like bought by the householder.

These lines are a powerful drawing force to aid the specializing hardware merchant in seling electric appliances, plumbing supplies, silverware, china, glass, leather goods, sporting goods or any line that gets into the hardware way of doing business.

This may seem rather an extravagant and dangerous suggestion, but let us consider it. The hardware merchant has a line of goods which is in constant, if small, demand by the buying public. What he wants is a 30% or 50% added volume of trade to make up for the investor constitute and the investor of the investor of the street of th the inroads competitors are making.

When the hardware man adds silverware, electric appliances, plumbing sup-plies, china, glass, leather goods and sporting goods he takes on lines that are not in as constant demand as hardware—therefore he should have a better opportunity to sell these goods to the public as it comes to his store more frequently for hardware. As a matter of fact that is just what our hard-ware dealers in large cities are doing.

But there are some hardware dealers in large cities who still deal in mill supplies, cater to contractors and sell, at the same time, to the buying public. Personally, I think it is the better policy to do one thing or the other. Run a store catering to contractors and mills or run a store catering to the buying public.

### All year 'round sales

If the latter policy is pursued it requires the same methods as a department store, but a better class of goods can be sold. There are lines of goods to push and special sales to hold at all times; special drives and clean-ups in times; special drives and clean-ups in January and February; fences, roofing, seed, garden tools to boost in March and April; mowers, garden hose, screen doors in July and August; lighting fixtures, clocks, cooking utensils, stoves in September and October, and then, in November and December, holiday merchandise and Christmas, sales.

Other lines can be pushed at any appropriate time. In hardware specializing there is, with the allied lines added to hardware, enough appeal to

the buying public to keep business going throughout the year.

I am aware of the fact that I am not telling you how to keep hardware busi-ness in the hardware store. I believe it cannot be done, and that the best policy for the hardware merchant is to do as the other fellow is doing; that is, sell what he can to make up the necessary volume of business.

The fact that a great many hardware stores are doing this demonstrates that it is practical and probably profitable. Wm. F. Shean.

#### OPINION OF GUENTHER HARDWARE CO., OWENSBORO, KY.

In our opinion, one of the most im-In our opinion, one of the most important things for the hardware merchant to do to combat the loss of trade which the 5-and-10, variety store and other shops attempt to take away is to handle a good grade of merchandise, goods that the dealer can stand behind. He should instill in the minds of his clerks that they are handling merchandise, on which adjustments can be made.

We know the 5-and-10 cent stores, as well as a great many of the department stores, in many cases handle an inferior grade of goods, and we think that the public realizes this. If the hardware dealer handles only quality merchandise we think that he can get the trade away from the department stores. We know, in our own store, that to some extent this has been done. However, we are like all other merchants and have a great deal of difficulty in making sales, sometimes, because of outside competition.

### Competition strong

As an illustration: for a good many years, we handled a very good line of paint at a moderate price. Some of our competitors really had a better grade of paint than the one we were carrying and charged a trifle more for it than we charged for ours.

The inroads they were making in the paint business in this territory be-came rather serious from our view-point. We discussed on many occasions just what should be done. We finally decided the thing to do would be toget the best paint there is on the market.

We started our quality paint line early this year and, while 1924 has not been an unusually good paint year, we believe we have sold twice as much paint as we formerly sold.

We have educated our sales people on the subject of paint and they know, when they sell a can of paint, that they are really giving the customer as good as there is on the market.

We believe this same idea would apply in a great many other cases.

J. E. Cockriel.



## Eveready's Christmas drive bigger and better than ever

THERE will be large, full-page Christmas advertisements in the great national magazines, the farm press and the metropolitan newspapers with their wide-spreading circle of influence. There will be a special Christmas color page in *The Saturday Evening Post* that alone will reach 2,500,000 people.

There will be a full page in colors in *The American Weekly* that alone will reach another 4,750,000 people. There will be pages in the preferred rotogravure sections of newspapers all over the United States, with follow-up insertions to keep the pot boiling.

Eveready's Christmas advertising will reach a grand total in excess of ten million readers. Be ready to meet the certain demand that will follow this big drive! Stock up for Christmas now. Send your jobber an order.



Manufactured and guaranteed by

NATIONAL CARBON Co., Inc., New York—San Francisco Canadian National Carbon Co., Limited, Toronto, Ontario

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### FROM THE GEORGE HARDWARE CO., GRINNELL, IOWA

In answer to your inquiry, "How can we keep the hardware business in the hardware store," we feel that perhaps a little discussion in Good Hardware will help us all and we will receive good from others' contributions.

Our store is located in a town of 5,000 population. There are two electrical stores, two or three 10 to 25c stores, three other hardware stores and numerous garages.

The drug stores and even the ladies' furnishing stores are handling some electrical goods and once in a while I see an electric iron in a grocery store.

First, I want to "pass the buck." A good deal of this selling is due to jobbers' distributors and manufacturers, who sell anyone and everyone.

### Be up-to-date

Second, I would advise the hardware merchant to get his store up-to-date, to install special 10c and 25c counters, to show seasonable goods at all times on his counters, to give his store a different appearance from time to time. People like to see the store arrangement changed. Feature specials as other stores do and hold special sales,

Third, Have your show windows selling for you all the time. Change them every week or oftener.

rourth, Departmentalize your store so that you can sell faster and sell more items to every customer than they come after. Buy straight lines, feature them in your windows, in your sales talk and in your advertising.

Fifth, Use newspaper advertising.

Sixth, Be in your store yourself to sell. The people like to deal with the "Boss." Some other stores do not have this feature of personal contact.

Seventh, Cooperate with jobbers and manufacturers who sell you and give you a square deal. They have the deal-ers' helps and all the rest for you.

Work hard and keep up with the times. The quality merchandise in a hardware store appeals to the people and quality will bring profits. Junk does not bring people back into your store.

This is just a hasty answer maybe it's commonplace, but we feel that we are keeping up our business on the basis of these suggestions.

By R. C. George.

## FROM GEO. W. PECK, ELMIRA, NEW YORK

The hardware men are largely to ame, themselves, in not keeping up ith the times. We find that by diswith the times. playing our goods, not only on display counters in the store but in our storewindows, and by having the prices plain-ly marked, that we not only increase our sales but we show the purchasing public that our prices are as low and often times lower than the variety, drug and other stores you mention.

Another way to keep the hardware business in the hardware store is for the hardware retail merchants to or-ganize and absolutely refuse to buy or sell goods that are sold to department stores, drug stores and other stores. It is much better to meet this competi-tion, make a small profit and sell other goods, than it is to let outside stores get the trade and build themselves up and become stronger from year to year. The question is serious and one that must be fought out.

We find a great advantage in having a number of hardware stores, which enables us to purchase goods at a more reasonable price and reduces overhead.

Hardware merchants by displaying their goods plainly marked and giving service should be able to compete with anvone.

The public should be encouraged and educated to purchase its hardware at a hardware store because of quality.

### FROM GENSMAN BROS. & CO., ENID, OKLAHOMA

Lack of progressiveness by the majority of hardware dealers is the main reason why goods, which should be handled and sold solely by hardware stores are to a great extent being dis-tributed through other channels.

Long after other-line merchants discovered the value of show windows and the proper display of merchandise, the hardware dealer realized the value of these methods also.

The matter of a good business loca-tion, advertising, the employment of neatly dressed and efficient clerks, in fact all progressive methods belonging to modern merchandising, have neglected by the hardware dealer. have been

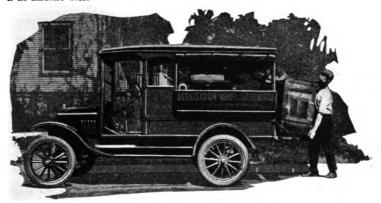
Consequently when this condition was observed by other-line merchants they took advantage of it and possibly en-croached upon the hardware dealers' line of goods.

### A solution

The reverse of the methods The reverse of the methods by which prestige has been lost should be employed by hardware dealers to regain their position. This is the only solution to the problem. This would mean a united effort by all dealers who handle what is strictly hardware and also would mean the assistance of the hardware jobber.

Unless the hardware jobbing houses, through their salesmen, will give full support to hardware stores, the hard ware store will be an institution of the past and will have to be conducted under some other name.

In the past, a hardware store was the loafing place of the hardware salesman.



# Delivers Any Size Order Anywhere in Town at a Profit!

The low initial cost of the Ford Truck combined with a low operating cost makes it possible for every hardware merchant to maintain a reliable delivery service.

The Ford Light Delivery Car Chassis selling at \$230, f. o. b. Detroit is the lowest priced light delivery unit in the world. At the same time, it is the most economical to operate and maintain. It answers every requirement of the hardware merchant for a light, fast delivery truck that is easy to operate, and suited to all road conditions.

Bergstom Bros., Rockford, Ill.—say "The low operating cost enables us to deliver profitably any size order anywhere in town.

Nine years use has convinced us that the Ford Light Delivery Truck is the best car made for light, fast delivery work and the low cost makes it a great truck for the hardware business."

This case is typical of thousands of others in the hardware business. The Ford Light Delivery Truck is "cut-out" for dependable, low cost hardware delivery and every year finds more and more hardware merchants adopting Ford Trucks as their standard.

Your nearest Authorized Ford dealer can furnish additional figures on the cost of operating Ford Trucks in your business. Call for this proof and a practical demonstration

Ford Light Delivery Car Chassis, \$230 f. o. b. Detroit



After he had finished with the buyer, he spent his leisure time in the store, using every opportunity to make suggestions regarding the display of goods.

Today this representative finishes his business with the buyer and after he has received his order he often leaves no valuable suggestions but hurries out and spends his leisure time, with garages, furniture stores or other-business houses, lending his knowledge and trying to educate them in his lines.

### The tide will turn

Well assorted stocks, Well assorted stocks, advertising, courteous treatment, hustle, neat and well-posted clerks, first-class goods, good show windows, a clean stock well displayed, assistance from jobbers and less knocking among competitors, will eventually turn the tide. If every hardware dealer and the jobbers will work to that end, the goal may be reached and all hardware belonging to the hardware dealer handled in the regular channels. For the hardware advertising the hardware dealer manuscum regular channels. For the hardware store to regain its proper prestige it will take a greater effort mould have been necessary to hold it. Consehave been necessary to hold it. quently hardware dealers should unite and assist dealers who boost their line.

As a general rule if a hardware mer-chant advertises a special sale that will boost the hardware business in general, as well as his own store, every hard-ware competitor in that town will immediately counteract his move.

is detrimental hardware stores in general and eventually drives the hardware business into other channels. If some dry goods store advertises hardware there is no united public action taken in order to counteract this move, and such a store is not hampered in any manner from such actions.

Drug stores have united and have secured state legislation so that they cannot be interfered with by municipalities in keeping their stores open nights and Sundays; even plumbing shops have united and have had favorable legislation passed for their benefit, but who ever heard of a hardware store receiving such favors? United effort seems to be one of the ways in which hardware dealers can progress. which hardware dealers can progress.

### DORFF HARDWARE CO., ST. JOSEPH, MO., FINDS: NEUDORFF

The inroads on the hardware store's business made by different side-lines are very serious.

One of the greatest systems of chain stores sells items of hardware and tools at a price less than what the indepen-dent retailer can buy them for.

One thing is certain, and that is, we cannot compete in price with such chains. On 75% of such items as casters, hinges, screws and small size strap

hinges, the 5-and-10 is visited first and the customer only comes to the retail hardware store when he cannot get what he wants at one of the chains.

We have been able to keep a fair volume of business by the sale of stoves and furnaces, which cannot be handled by the chains. However, stove pipes, dampers and similar goods are sold by specialty shops and the 5-and-10.

The drug stores, too, have practically eliminated the retail hardware dealer in the razor business, and are making inroads in the pocket cutlery business. In fact, hardware houses are rapidly becoming stores of last resort. To play this rôle, we have filled seven floors with merchandise for emergency demands mands.

It is hard to state, at the present time, just what is meant by hardware store. The writer has felt several times that if he were younger he would still enlarge his lines by selling at cost, goods in the drug line and other lines, in or-der to combat competitors who are tak-ing husiness from hardware stores. ing business from hardware stores.

Another serious situation affecting the retail hardware trade is the extremely high cost of labor and building material. In our section it costs \$1,000 per room to build a house, plus the cost of the building lot and other outside requirements.

### FROM MILLHOUSE BROS. & CO., GALENA, ILL.

About a year ago we opened a new department, putting in this department all our household utensils and housefurnishing goods and adding a general variety store stock. We still have our regular stock of hardware, but we find. after a year, that the variety annex is working out profitably.

The annex now brings in hundreds of women who formerly did not fre-quent our hardware store. We find the variety store sells much more house-furnishing hardware than we formerly sold. We have also added a line of toys and anticipate a very large trade at Christmas time.

The nicest feature of our annex is that everything is sold for cash.

In opening this annex we simply fixed up an adjoining room, which gave us twice as much floor space as formerly.

We have a woman clerk in the annex and find that this is an advantage.

Do your paint sales drop off in Winter? Then turn to page 27.

## Now's the time to set your trap to catch the shopper

(CONTINUED FROM PAGE 24) luxury class he is more apt to select a ring or a necklace than an electric washing machine. But if this same Smith desires to purchase for his wife a Christmas present that will reduce the household labor she performs, a gift that is practical and useful, a washing machine will rank ahead of jewelry in his estimation.

A great many Christmas gifts nowadays are of no practical value and the money spent on them is thrown away. This fact gives the hardware dealer a strong argument in pushing goods which have a definite and tangible value in the scheme of things. It gives him a powerful lever with which to pry open the pocketbooks of Yuletide shoppers. "Give practical gifts" should be the nature of his slogan. Give something that is useful and which will last for years.

### For the whole family

In every hardware store there are any number of articles which fit into this classification. fact, the greater part of the hardware dealer's stock might be tagged as belonging to this great division. For gifts to women the merchant can call attention to scores of electrical appliances, labor-saving household devices and less pretentious lower priced goods. For gifts to the man of the house, the hardware store can supply real, he-man merchandise. Even for

boys and girls there are the sturdier types of toys, such as tricycles, wagons, tool chests, doll carriages and the like. To bring these gift possibilities to the attention of Christmas buyers and to sound the slogan, "Give useful gifts," is the job that the merchant has before him.

### Holiday atmosphere

Many people look upon the average hardware store as a matter-of-fact and a prosaic place. To the layman there is little romance in nails and gim-But during the holiday season there isn't a hardware shop in the entire United States that cannot make itself fairly alive with the Christmas spirit. Appropriate window trims and interior decorations featuring wreaths and holly, with warm glow of colored electric lights, will create the proper atmosphere. Even the most ordinary hardware product can be lifted into the gift class by surrounding it with a little tinsel, a bow made of ribbon or a gaily decorated card.

Use advertising in bringing the goods to your customers! Remember that no matter how appropriate, as gifts, the merchandise in your store may be, unless people know what you have to offer, you can't expect to sell them.

One of the best places to advertise your goods is right in your own show window. This has been said hundreds of times before and will be said hundreds of times again. When a thing is true it will bear repetition.

Show windows are valuable at all times, but during the holiday season they are especially so. This is because so many gift buyers do a lot of window gazing before finally deciding upon what they want. They pass up one street and down another, examining the merchandise displayed in windows, and trying to find something that will be appropriate for Tom, Young Dick and Master Harry.

If your window has the right kind of goods and the proper Christmas atmosphere, you can get a lot of these people into your store. You can also get them into your place of business by using newspaper advertising. For the season preceding Christmas, more space is used in newspaper advertising than at any other time. Year after year this is true, because merchants have discovered that newspaper advertising pays.

Utilizing a direct mailing list is another way in which some merchants go out after business. They have little folders made up, listing suggestions for various members of the family. The question of what to give is a real problem and these suggestions are welcomed in every home.

All these methods of stirring up buying interest should be considered carefully by the hardware dealer who wants to boost his Christmas sales. By getting an early start in the month of November, the merchant can sit down and plan a comprehensive campaign. The fact of the matter is that, if he waits too long, people will have spent a part of

their money—a part of which he might as well have had a share in.

Lay out the preliminary moves in your selling plans now, when you can do so without being hurried by the rush of Christmas. Settle upon the general principles and the tactics you are going to adopt to put your hardware store in a bigger place on the map than it ever occupied before. Start your ball rolling, and while it may not roll very rapidly at first, you will find that it will gather momentum as the weeks go by.

Meanwhile, watch for the December issue of Good Hardware, which will be crammed from cover to cover with the kind of Christmas ideas and suggestions hardware men can put into practice easily and effectively.

## \$2,600 in sales by "silent salesman"

Here's a salesman that draws no salary and yet sells \$2,600 worth of goods a year. The Vulcan Hardware Company of Springfield, Ohio, discovered him and put him to work.

This salesman isn't a human being. It is a bargain table, a few feet square in size, built with three shelves and located near the store door.

An assistant is placed near the counter, whose business it is to attract attention to the bargains displayed. This assistant is the water-cooler. When a customer stops for a drink, the bargains on the table are under his nose.

# 4 "Sugars"

## You can't avoid handling

You have to handle turps, linseeds, alcohol and paint oils, that's all there is to it!

Kept in drums and barrels, these oils are so wasted that you can make no profit on them—and you're han-

"The economy and accuracy in handling our liquid oils with your pumps have more than repaid us for the money expended for them."

The Rembrandt Co.
Chicago

dling them without profit, maybe losing money on them, as the grocer says he does on sugar.

To make real money, a better-than-average profit, store your paint oils in a Bowser system. You thereby avoid evaporation losses, avert all fire hazard, eliminate waste—and are able to sell all you buy.

We have equipped thousands of stores, and have the figures to prove our case. If you want to make on paint oils, write for help to Dept. 54.

S.F. Bowser & Company, Inc.

Pump and Tank Headquarters

PORT WAYNE, INDIANA.

Sales and Service Offices and Corpresentatives Everywhere

# First need was hardware when tornado hit Lorain

(CONTINUED FROM PAGE 26)

Krantz. "People could do without food, but they needed rope, shovels, picks, axes and light to probe among the ruins for the dead and injured."

Twenty-four feet were blown from the top of the Krantz store and almost every window was broken. The entire front of Alten's store was ripped away. The loss in stock was heavy, but hardware dealers did not suffer as greatly, in this respect, as dealers in more perishable merchandise.

Both the Lorain Hardware Store and Alten's remained open all Saturday night and Sunday, supplying the demand for tools. Because all gas mains entering the city had been shut off, Sunday saw a big demand for oil lamps and stoves.

#### Great demand for materials

In the days that followed, when people started to rehabilitate themselves, there was an overwhelming demand for building tools, nails, hinges, screws and materials of all kinds. Stocks of glass were wiped out, as were stocks of electric fixtures. Many wholesalers and manufacturers of glass sent representatives into the city and thousands of dollars' worth of orders were booked in this manner. Some of this business was credited to the hardware dealers.

By reason of the service they were able to render the community, the hardware stores are back on their feet and disaster has been turned into profit. Both Krantz and Alten report that their business is bigger than ever before. The same holds true for other hardware dealers in the devastated area.

Alten and Krantz are veterans in the hardware business. The former opened his store in Lorain in October, 1881, and has always taken a prominent part in affairs of the city.

Krantz is not only credited with owning the biggest and one of the oldest hardware stores in the city, but is also one of the community's outstanding business men.

#### Experience valuable

Each merchant declares he has learned valuable lessons from his tornado experience.

"Instead of laying in a big stock, I am now cutting down wherever I can," says Krantz. "I am still carrying as extensive a line as before, but fewer of each article. Not only will the money invested in stock turn over faster, but if the store ever passes through another disaster. the loss in stock will not be so heavy, because there will be less stock to lose. As a matter of fact, with the quick delivery wholesalers and manufacturers are now able to make, it is foolish to carry a large stock.

"The good-will of my customers and my standing in the trade were things that disaster could not destroy. People voluntarily paid up their accounts and offers of extensive credit poured in from wholesalers and manufacturers. My business is bigger today than ever before."

# Don't let your paint sales dry up in Winter

(CONTINUED FROM PAGE 28) better, because of that condition.

Third, You can open your window, or windows without discomfort to anyone. No pesky mosquitoes or flies to get in the house, as in the warm months. Open your windows in Winter one inch at the bottom and one inch on top for circulation. Keep the heat register on, close the door, and the next day—just look at that room, or furniture!

As stated before the manufacturer has been the first, perhaps, to feel the necessity of having a steady demand for his products, and to that end he has formulated in his laboratories and his technical departments—materials for interior work, and has made his products so that they will work properly during the Winter months.

#### Safe to use

Think it over carefully for a few minutes. It is a fact that paints and varnishes have been made for all sorts of surfaces, for all kinds of consumers from the United States Government down. Why, then, have any doubt that materials made for interior painting are not safe for your customers to use during the Winter months.

And so, it's your job, and to your profit, to more strenuously than ever push interior finishes during the Winter months.

Dress up your windows with "Interior Painting Suggestions"

frequently during the Winter months. Have your clerks learn their line of interior finishes and boost them. Don't let your paint department dry up like a flower bulb for the Winter-give it a real tonic. Get rid of the slow months by real merchandising, by selling the thing most needed at the time-interior painting. Have every clerk realize that done with your're seasonal painting. Boost and make a profitable fact of "painting all year 'round." It's sound sense and good business.

#### Get behind the idea

Habits are constantly being broken. The "paint season" habit can be broken. Manufacturers are featuring interior finishes in their advertising during the Winter months. The strictly paint stores are pushing the "all year 'round idea" with good results. The painters are with you and will be pleased to help you sell interior jobs.

It's simply a matter of getting behind the idea—talking it, advertising it, believing it. The curve is already flattening out. Each year there will be more paint and varnish business in the Winter months. And, of course, the old adage of the early bird is as good today as when it was written.

"How to keep the hardware business in the hardware store" is told on page 13. Turn to it.

# The ACME

## Plan of Paint Merchandising



# PROFITS...is

There is a thrilling strain of music sounding in the stores or departments of Acme dealers or agents who follow the Acme Plan. It is a song called Profits—and the tune is made by the merry tinkling of the keys of the busy cash register.

Any paint dealer can learn to play this tune. It sounds just as beautiful on any cash register, no matter how old. You learn it by featuring the Acme Quality line of paints, varnishes, stains and enamels—a line nationally advertised through the most unusual advertising in the paint industry—a line supported by the most complete and productive merchandising plan ever conceived.

The quickest and surest way to learn to play this thrilling Profits song on your cash register is



# **QUALITY**

## Leads to the Cash Register



# the Tune It Plays

to follow the Acme Plan—stick to it—make it an infallible rule of your business.

This is not hearsay nor guesswork. It is a fact—proved by the wonderful successes of dealers who are following the Plan.

If you are not familiar with the Acme Quality Plan of Paint Merchandising, write us. We will have an Acme Quality man present it to you. He has it in concrete, concise, convincing form. He can present it quickly, without wasting your time. It will pay you to know about this modern and successful system of paint selling. When may he call? Address Dept. 77.

The Acme White Lead and Color Works
Detroit, Michigan



249

# "Bob" Murray finds the greatest salesman

(CONTINUED FROM PAGE 32) barn with electricity, don't try to fill his mind with the benefits which electricity affords, but just lead him into a room and turn on a switch.

"If possible, you'd do well to have a lamp and gas in the same room. Then, in turn, you can light the room with the lamp, gas and electricity. This will give his mind something concrete to work upon. He will see many things that you wouldn't think of telling him. And the contrast of lights will prove better than any sales talk you could hand him.

"We carry various types of pumps in stock and make a special play on them. When a farmer comes in to look at a pump, we ask him what he wants it for; we take him to the size pump we think will answer his purpose and then turn on the water.

#### Equipped with running water

"He gets a pleasant surprise and we know it. It shows in his face and eyes. He wants to know if all the pumps have running water. So we pilot him from pump to pump and furnish him action in each case. most cases the customer comments that he's been in many hardware stores before, but he never saw one so well equipped with running water. He becomes so interested in pumps that he's perfectly willing to listen as long as we're willing to talk. Between our explanations on pumps we point out what the pump he wants will cost and how it will save time and work for him, as well as for his wife.

"In nine cases out of ten he buys a pump. Yet the same pump, unassembled on the floor, wouldn't make half the impression that it does when it is set up and shown in action.

#### Time for other things

"Now let's assume that the use of a pump saves the farmer one hour every day and that he devotes the hour saved to other work. More, by purchasing a washing machine for his wife he enables her to save an hour a day, which she can put to good use by taking care of a larger brood of chickens.

"In each instance it will mean more money for the farmer and his wife, and it will also induce him to buy more things from the hardware dealer and other merchants in town. But if the hardware dealer fails to make the farmer appreciate the value of new implements, he's not likely to make a sale, and everybody loses money.

"To date we have found that action is better than any sales talk we might offer. So whenever action is possible we show it.

"Ordinarily the average person wouldn't think a dealer could inject action into roofing. But we found a method and noted a big increase in sales.

"Usually, when a farmer calls at a store to examine roofing, he sees the various styles spread out before him. He asks questions as to how each style will



# Give Your Customer's Eye a Chance

- —a permanent grouping on your shelves of the attractive Four-Square boxes,
- —frequent displays on your counters of Four-Square Tools and containers,
- —inside show case displays of Four-Square Tool assortments.



# STANLEY FOUR-SQUARE HOUSEHOLD TOOLS



## Dandy .... for Xmas

Here's a classy, serviceable tool for scouts, campers, motorists, etc. Within the reach of every boy's pocketbook, hence easy to sell! Makes a wonderful Xmas gift for both boys and men. Stock it!

#### Tools You Can Sell With Confidence



Pronounced CRE-CO-ITE

Every dealer can increase his patronage and profits with the Crecoite line of tools. Here is the unusual combination of quality and price that everyone is seeking but seldom finds. Camp axes, boys' and men's axes, hatchets and hammers.

If your jobber can't supply you, write today for further information and catalog G

Marion Tool Works, Inc.
Marion Indiana

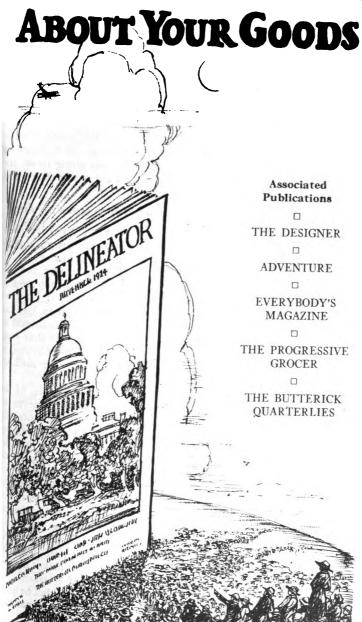
stand up under sun, rain and snow. The dealer tells what he knows, but his best efforts make nothing more than a hazy impression on the farmer. So, the farmer remains undecided.

"He may take a fancy to a certain brand, and say: 'Seems to me Bill Brown's been using this kind for some time, but I never took much notice of it before. Don't think I'll buy any now, but the next time it rains I'll run over and see Bill and see how his roofing has stood up.'

"Well, we overcame this sales obstacle by having a little shed built, which we covered with half a dozen different styles of roofing. Along the top we ran a water pipe. By turning a faucet we could release a small flood of water which would roll down the shed covered with the different styles of roofing.

"To add to the effect we installed little electric bulbs behind a screen. We kept the shed in a shadowy corner of the store, and when a farmer wished to inspect roofing, we would turn on the water and keep the bulbs flashing to give it the appearance of a heavy thunder shower.

"At first the farmer is fascinated, and as he watches the water pouring down, he usually decides for himself the kind of roofing he needs. As a result we never hear a farmer say he wants to look at some other person's barn or house during a storm before he can make up his mind to purchase roofing. He decides then and there, because he's been sold by the best salesman in the world—and that salesman is 'unique action.'"



# "Please, Mr. Boss, I've a word to say —"

(CONTINUED FROM PAGE 19) to take away from me the pleasure I get out of these personal interests.

Another thing, Mr. Boss. The other day a customer came into the store—you know the chap I mean. He's the fellow who always has a "rare" story to tell to anybody who will listen to him. And he's only one of a good many like him. Well, he told me a story which was a little funnier than the ones he usually tells. I laughed louder than was necessary, and a few customers in that part of the store looked around at me. I realized that I had attracted too much attention. But the customers around me smiled, so there was nothing wrong on that score.

However, when I caught your eye I saw that you were sore as the deuce. Now, I don't want to be upset if I say that I think you are too darned serious with your customers. Somehow, I can't go around all day with a piece of crepe in my buttonhole, and I don't think people like to trade in a store where there is a heavy undertaking atmosphere in the place.

#### Good spirit pleases

I may be all wrong, but I have always stuck to the idea that it is better for a clerk to be a little jovial than to be too serious. Of course, I wouldn't sacrifice good service just to carry on a snappy conversation with a customer, but if listening to a good joke, or telling one, pleases a customer, isn't it worth doing? A customer who leaves the store with a smile on his face is pretty likely to come again.

Don't be so tight about your business, Mr. Boss. Talk to me once in a while about it. I don't want to know anything about it that you don't want to tell me, but the more I know about the details of it, the more interested I am going to be, and the more I am going to feel that I am a part of it.

#### Taken into store on faith

I don't want to know how much money you are making; I don't want to know about all your little trade secrets, but just remember this: you took me into your store on faith. If I haven't abused that faith, then you can trust me never to be disloyal to you. You can be sure that I am not going to double-cross you, or give away any of your methods of doing business.

I am almost as jealous of the business as you are: I never let a chance to boost the store slip by; and I have some pretty hot arguments with other fellows employed by your competitors. In other words, I am proud of the business. But I would be still prouder and still more enthusiastic if you would take me into your confidence once in a while. Every time you let me in on a new idea or slant, it tickles me to death, and it makes me feel that, after all, if it wasn't for me, the business couldn't be quite so successful. That's natural, isn't it?

Finally, Mr. Boss, treat me as you would want to be treated if

The following manufacturers of Sporting Goods, Hardware Specialties, etc., are represented in the advertising columns of the November issue of OUTDOOR AMERICA.

#### **Arms and Ammunition**

Hobart Metal Mfg. Co.
Ithaca Gun Company
W. Stokes Kirk
Lefever Arms Co.
Lyman Gun Sight Corp.
Milford Company
New Method Gun Bluing Co.
Pacific Arms Corp.
Peters Cartridge Co.
Remington Arms Co.
Sportsmen's Equipment Co.

#### Auto Trailers

Auto-Kamp Trailer Co.

## Bathroom and Plumbing Fixtures

Crane Company

## Binoculars and Telescopes

Benner & Company DuMaurier Company Ferry & Company Geneva Optical Co.

#### **Boats**

Dan Kidney & Son King Folding Canvas Boat Co.

### Boilers and Radiators American Radiator Co.

Engines and Motors

#### Elto Outboard Motor Co. Regal Gasoline Engine Co.

Fishing Tackle
James Heddon's Sons
John J. Hildebrandt
The Horton Mfg. Co.

The Izaak Walton League

Mail the attached coupon today

Outing Mfg. Company South Bend Bait Co. Streich Bait Works Thomas Rod Company

#### Miscellaneous

Air-Tite Decoy Co.
J. R. Borum
(Duck Bag)
Canvas Decoy Co.
Wm. L. Lemmon
("Everdry" Preparation)
Dwight McBride Co.
(Dog Carrier)
Smith Typewriter Co.

#### **Pipes**

Maier Pipe Co. Sherlock Holmes Pipe Co.

#### Skis

Martin A. Strand

#### Sporting and Camp Equipment

Von Lengerke & Antoine

#### **Taxidermy**

J. G. Burst Crosby-Frisian Fur Co. M. Geller Jonas Bros. Michigan Taxidermy Studio H. Willard Son & Co.

#### Wearing Apparel

G. H. Bass & Co. Guiterman Brothers, Inc. John D. Lunn Shoe Co. Outing Footwear Co. F. A. Patrick & Company W. C. Russell Moccasin Co.

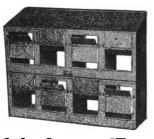
S36 Lake Shore Drive, Chicago, III.

Without obligation to me, send full information relative to the League and a free sample of OUTDOOR AMERICA.

As advertised in Good Hardware.

# OAKES Trap Nests

You can sell them to every progressive poultryman. They enable him to weed out the loafers from the layers. Oakes Improved Trap Nest (illustrated herewith) quickly pays for itself in any flock. Made of galvanized iron throughout—durable and sanitary.



#### OakesImprovedTrap Nest Needed by Every Poultryman

Hangs on the wall; easy to clean. Can be scrubbed and scalded—no cracks for vermin. Sold in sections to suit everyone's needs. Write today for interesting new catalog and prices on this and complete line of Oakes quality poultry supplies.

OAKES MANUFACTURING CO. 345 Dearborn Street TIPTON, IND. you were in my place. If I seem slow at times, please be a little patient with me. Remember that I haven't been in business as long as you have, and that I don't know as much about it as If I do something you do. wrong, give me a fair chance to make good on the mistake. I am sick and have to miss a day or so, don't scowl at me when I come back. I'm not going to stay away from work without a good reason. Make me feel that you trust me; make me feel that you are certain that I would never take advantage of your generosity and kindness-and, gum! I won't.

That's all, Mr. Boss.

# Sliding price scale sold cookers

Reducing prices on a sliding scale was an idea that sold many electric fireless cookers for The Indiana Service Corporation of Fore Wayne, Indiana.

In the first place 250 cookers were reduced from \$9.75 to \$4.95. Twenty-five were reduced still lower.

The sale started at 2 p.m. The first person in line bought a cooker for \$3.75, the second for \$3.80, the third for \$3.85 and the fourth for \$3.90, the price advancing five cents with each sale until \$4.95 was reached, at which the balance of the cookers were sold.

After the 250 cookers were sold, the goods were marked at the original price of \$9.75.

# **Extraordinary Offer!**

Don't fail to take advantage of it.

## O'CEDAR FALL SPECIAL

Means More Sales — More Money and a Practical, Convenient Store Fixture that Sells Goods.

The fall special of the O'Cedar Corporation offers every dealer the opportunity to cash in to the fullest value on the nationwide advertising of O'Cedar products. *NEVER* has there been a better or easier time to make money on O'Cedar Products than this year.

# Handsome Cabinet Absolutely Free!



Certainly you will want one of these "Silent Salesmen." They cost you nothing; work for nothing and release shelving for the display of other profitable items now behind the counter.

Never before has the O'Cedar Cabinet been given away except with orders of \$35.00 and over;

and then only with a special assortment of our selection. THIS FALL THE BARS ARE DOWN! THE CABINET WILL BE SENT FREE, CHARGES PREPAID, WITH AN ORDER OF ONLY \$20.00 (DEALERS' NET PRICES). THE ASSORTMENT TO BE OF YOUR OWN SELECTION.

Made of sheet metal, mahogany finish. Occupies 14 x

12 inches floor space. Holds normal floor or shelf stock.

#### A Limited Number Only!

Get yours early and give it a good position in your window or your store. Over 15,000 dealers vouch that the O'Cedar "Silent Salesman" is a sales maker they would not willingly be without. Cash in from the start with the big O'Cedar sales drive.

Simply Attach This Coupon to Your Letterhead and Mail It.

#### O'CEDAR CORPORATION, 4501 S. Western Blvd., Chicago

Send at once full particulars of your Special Fall Offer—and further information on how I can get fullest value from the sales help the O'Cedar Corporation gives their dealers.

# Show-cards lettered with a pen are simple to make

(CONTINUED FROM PAGE 38)

of the letters round. The other style has a rectangular or square shoe and makes square tips on the letter strokes.

"Payzant pens," a different type altogether, make lines exactly like those made by the round shoe pens, but in a different range of sizes. Ordinary flat shoe pens do not make a stroke over 1/8 of an inch wide, while the largest Payzant pen makes a stroke about equal to the thickness of a lead pencil in size. These pens are more expensive, costing as much as a dozen ordinary flat shoe pens, but they are much more durable. I have used the same set of Payzant pens for seven years and they had been used before then.

This style of pen except in the two smallest sizes, consists of a heavy reservoir part with a hinged bottom, which can be opened for cleaning. The point of the pen consists of a rounding beak which sets on the card when in use. The ink comes down from the reservoir through a slot in the beak.

#### Filled by a dropper

The pen is filled by a dropper or quill, and is never dipped into the bottle. One filling will supply ink for a large amount of lettering. The point is not made in any other than a round shape, so if a square tip is desired on letters, another style of pen must be used for that work.

As a general rule, the flat shoe pens are used for letters requiring the same weight of stroke throughout. The stub pen types are used for thick and thin stroke letters, such as Roman. Of course, Roman letters can be made with other styles of pens, but to make them, two or three strokes are necessary for the thick parts of the letters.

#### Black India ink used

Black India ink is used for almost all pen lettering. Certain brands of coal-tar inks are popular with users of the shoe pens on account of their easy flowing quality and freedom from gumminess. Colored inks are not used, however, on account of their transparent nature. They almost always have a dark spot at the end of the stroke and a similar mark where one stroke crosses another. Show-card colors are sometimes thinned and used with pens, but this is not always successful.

Pens must be cared for if continuous satisfaction is to be They should never be laid aside without cleaning them. Wiping the pen should not be done with too much pressure, as that will spoil the pen in time. Dipping the pen in water is bet-Chamois skin is superior to cloth as a pen-wiper, as it has no fuzz. It is a good idea to fasten your pen-wiper to the lower edge of your drawingboard, where no time will be wasted looking for it, and where there will be little chance for it to be laid accidentally on a wet card.

Round writing pens do not



Good window display is one of the methods Mr. J. R. Duncan employs for attracting more white-lead sales



#### - and Mr. Duncan adds, "That's because we don't merely carry white-lead—we sell it!"

jump higher every year

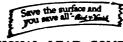
N the latter part of 1919, Mr. J. R. Duncan bought out a Jeannette, Pa., hardware store. Prior to Mr. Duncan's ownership, this store had never sold annually over 3,000 lbs. of Dutch Boy Whitelead. Yet the very first year, 1920, Mr. Duncan sold 4,650 lbs. He pushed his Dutch Boy sales to 12,050 lbs. in 1921. Still he wasn't satisfied. By the end of 1923 his annual sales of this widely used paint product were 20,000 lbs.

Mr. Duncan might have been contented with the thought that he had reached the limit of his whitesales. But increasing his Dutch Boy sales seven times in four years only acted as an incentive for greater selling effort. As a result, up to June, 1924, he sold 31,525 lbs. of Dutch Boy, beating his last year's record by 11,525 lbs. in only five months' time.

Ask Mr. Duncan if he "carries" Dutch Boy white-lead in stock, and he'll quickly reply, "I sell it!" His attractive Dutch Boy windows tell The minute you walk into his store you'll see Dutch Boy well displayed. Nor does Mr. Duncan lose an opportunity to use his personal selling ability in order to keep his Dutch Boy sales record growing.

Merchants in all parts of the country refuse, like Mr. Duncan, to consider a Dutch Boy sales record as a sales limit. And each year their profits on Dutch Boy grow bigger.

We're willing to work with any merchant for greater white-lead New window displays are ready for you. Newspaper cuts, movie slides and other helps, prepared by experts, are yours for the Just tell the Dutch Boy salesman what you can use, or write us direct.



#### NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 West 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue: Philadelphia, John 1316 Fourth Avenue: Philadelphia, John 1 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

ordinarily have ink retainers, and some trouble may be encountered in using them because of this fact. This trouble is easy to avoid if you do not load the pen too heavily with ink. It is better to dip the pen frequently, putting on just enough ink to wet the tip. Metal strip ink retainers may be purchased. if you wish, or you may substitute some home-made device, such as that of inserting another pen in the opposite side of the penholder and bending over the nibs till they touch the pen you are to use.

Another stunt is to slip a small rubber band over the nibs near the point, then cross the band underneath, and finally wrap what is left around the pen up near the holder.

The manipulation of these pens can be studied best by studying the alphabets most suited to each kind of pen.

If you are going to use a Payzant pen, for instance, select one of the medium sizes. Familiarize yourself with its construction. Then hold it up to the light, after opening the hinged bottom, and screw the nibs together till the slot has just the proper opening. Fill the pen either with a dropper or the quill in the bottle.

#### To avoid a leak

Be sure to close the hinged bottom of the pen tightly before you begin lettering, in order to avoid having any ink leak from the reservoir down over the beak.

Hold the pen as you would any writing pen, with the point setting solidly on the card. If the line made is too thin, loosen the thumb-screw a little.

Make a series of dots first, then lines, and after that try the alphabet. Lift the pen directly off the paper at the end of each stroke. A dragging motion will not make clean work.

Refill the pen if spots begin to appear at the ends of the strokes, or else set the slot to a little larger opening. If the ink dries in the slot, slip a piece of paper through it. You will have to open the bottom to do this, so you should hold the pen over a blotter, for fear a drop of ink may accidentally drip on the card. It is a good idea to wash the pen in water when you are through lettering a particular job.

#### Dip flat pens in bottle

Flat shoe pens may be dipped into the ink bottle, but they should be wiped off on the mouth of the bottle to get rid of the bead of ink that clings to the under side of the point.

Start making dots first with these pens, too, and do not attempt letters until you are familiar with the handling of the instrument. Be sure to keep the shoe of the pen flat on the paper. That is why I ask you to start by making dots first, since the pen is then in the correct lettering position.

When you are lettering a long line of words, shift the card so as to keep it directly in front of you. On curved letters, like "C" and "D," watch your hand and give it a side to side motion, rather than an up and down

# KESTER Radio SOLDER



# "My Hardware Store Has It"

THE Hardware store for solder. That's where everybody expects to find it, whether it is for general mending or for radio work. It makes little or no difference whether you handle radio parts or not — habit has taught people to look to you for solder:

Sell the radio fan, the solder that contains the flux recommended by radio engineers—Kester Radio Solder (rosin-core).

Acids, pastes and compounds are condemned by radio engineers in their editorials in magazines, news and trade papers. Their recommendation of rosin-core solder as the proper flux and solder for radio will be strengthened by our own ads starting in the October issues of the leading Radio papers. The total circulation will be well in the millions.

That's why little effort will be needed to sell Kester Radio Solder (rosin-core). It is in demand—let it be known you have it and you'll sell plenty!

CHICAGO SOLDER COMPANY CHICAGO, U. S. A

Kester Radio Solder comes in brilliant orange and black cans holding a coil of about ¼ lb. each. Ten cans to an attractive display carton in three colors. Ten cartons or 100 cans to case

If your local jobber cannot supply you we will take care of your requirements as you may indi-

Remember our October announce ment and - order now!

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	/80	ER C.	CART	ONS (10	ollowing Cons)
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<u> </u>	Addro City My Jobber			¥*****	
<b>E</b>					

It pays to mention GOOD HARDWARE in answering advertisements

motion, especially if the curves look rather straight up and down and do not bow out enough. Avoid flat tops on letters like "C," "G," and "S."

Also, be careful not to tilt them over. Make them so that an imaginary line up through their center would parallel the vertical strokes of the other letters. Do not make the ends of "C" and "S" too long or too high up from the bottom. Note how these letters are made in the sample alphabet accompanying this article. Shifting the position of the card when you are making slanted strokes for letters like "K" and "V" may aid in getting a better finish to these.

Flat shoe pens are easily cleaned by simply touching the point to a blotter. Rinsing in water is advisable from time to time, however.

The square shoe pens work in the same manner as the round ones.

In manipulating the round writing pen, you should hold it at an angle of 45 degrees to your body, so that, in letters like "O," the thin part of the letter will be at the upper left and lower right sections of the curve. Most of the slanted downstrokes will then be thick and away from you, except in "Z," where the stroke is toward you. Round writing is easy to learn, but most people like to see something that looks more like printing. It is a handy alphabet for rush work and for marking and shading pens.

Excess ink should be wiped off the sides of marking and shading pens to insure clean-cut strokes. Slipping a piece of paper or thin cardboard between the nibs will wipe the pen on the inside when that is necessary.

The Old English alphabet may be made with any pen except the round shoe type. Your pen should be held at the same angle as round writing pens are held, so as to get the proper thick and thin effects. movements are practically the same as for other alphabets, but you will find more wavy strokes in Old English. Avoid making the wavy strokes too zig-zagged. The curves should be graceful and gradual, rather than jerky and abrupt. Illustrations of these alphabets are given in this issue of Good HARDWARE and indicate what can be done with each particular style of pen.

Editor's Note:—Next month another of Mr. Blair's valuable lessons in show-card writing will be published. Watch for the December issue.

# Better kitchen week brought buyers

Hadley's, a store in Fort Wayne, Indiana, set aside seven days as "Better Kitchen Week." Any merchandise that might be used in the kitchen was given a special display and many extra inducements were held out for purchases. Five dozen patent clothes pins were offered free with each washing machine sold. A sturdy nickeloid top white enamel kitchen table was given free with every gas range sold.

# Let these free sales helps sell casters for you



Electrotypes for your local newspapers. Different from the usual dealer electrotypes. They feature you and your store. Sent free to dealers handling the line.

Literature for mailing and counter use. Tells the story of furniture and floor protection, and shows why different kinds of casters should be used for different purposes. Sent free to dealers handling the line.

## Make Your Caster Business Pay

Ask us about the Bassick dealer proposition No. 25 which includes these sales helps that have increased caster sales from 50% to 200% for Bassick dealers.

The sales helps cost you nothing.

Just drop us a line. You will receive complete information on Plan No. 25 by return mail.

THE BASSICK COMPANY, Bridgeport, Conn. For thirty years the leading makers of high-grade casters for the home, office, hospital, warehouse and factory.

# **Bassick Casters**

Reg. U. S. Pat. Off.

## Another puzzle to worry over!

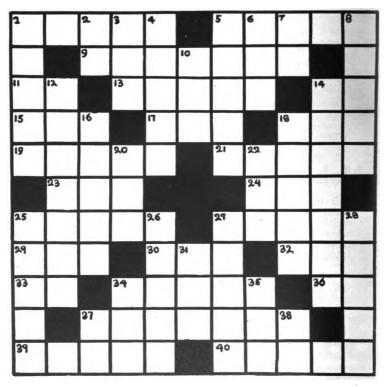
How did you like the crossword puzzle published in last month's Good HARDWARE? Fine? That's good. Well, here's another.

Same rules apply as before, so get out your little dictionary and let the brain pan flash. Remember that each number in the diagram shows where a word starts. The black squares show where words stop. Some words run horizontally across the diagram and some of them run vertically, from the top down. Each white square is to be filled in with a letter until the word is complete.

Everyone these days is pegging away at cross-word puz-GOOD HARDWARE will be very glad to know what success its readers achieve in trying to solve this teaser. Send us your solutions.

#### **DEFINITIONS** (Horizontal)

- 1. What hardware comes in.
- 5. Iron article used in building.
- 9. Type of Great Lakes craft.
- 11. Sun-god of Egypt.
- 13. Decorate.
- 14. Chemical symbol for Tellurium.
- 15. Those in power.



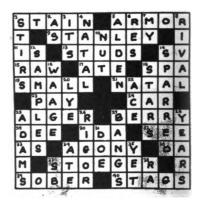


- 17. One of this month's advertisers in Good HARDWARE.
- 18. What this country is supposed to be.
- 19. A manufacturer of travs whose advertisement appears in this issue.
- 21. Filthy places.
- 23. A number.
- 24. A fowl.
- 25. Storage places.
- 27. Inhabitants of a European country.
- 29. Favorite animal; what flappers do.
- 30. Money of account, introduced into England by the Danes.
- 32. Collection of animals.
- 33. Abraham's birthplace.
- 34. Declivity.
- 36. Chemical symbol for nickel.
- 37. Word used in firm names of several GOOD HARDWARE advertisers.
- 39. Adjusted accurately.
- 40. Regions.\*

#### **DEFINITIONS** (Vertical)

- 1. Indian of Brazil and Guiana. 2. Thus.
- 3. Period.
- 4. What one Good HARDWARE advertiser makes.
- 5. Body of men.
- 6. Hurried.
- 7. Preposition.
- 8. Attacks and plunders.
- 10. Long sled.
- 12. One more.
- 14. Manufacturers of clippers. Look for their advertisement in GOOD HARDWARE.
- Saccharine.
- 18. A GOOD HARDWARE advertiser who makes lanterns.

- 20. Finish.
- 22. Definite article.
- 25. Sudden outburst of liquid.
- 26. Three-dimensional body.
- 27. City in Bolivia.
- 28. Earths.
- 31. Fabulous bird.
- 34. Pronoun.
- 35. Self.
- 37. Chemical symbol for cop-
- 38. Upon.



## October cross=word puzzle answer

Above is the answer to the cross-word puzzle published in Good 'HARDWARE last month. Were you able to do it? A goodly number of our friends sent in solutions-at the same time admitting that some of the words were stickers.

If you tried to do the puzzle and were unable, look up your copy of the October issue and refer to the list of definitions. You will find it good fun checking up with the correct solution published above.



The Decimal System of Pricing and Packing Has Been Adopted for Surgent Hardware

It pays to mention GOOD HARDWARE in answering advertisements

# U. S. bulletin on store locations

The Federal Government, as well as the State Governments, are constantly giving more thought and attention to retailing. It used to be said that the Government was spending millions of dollars in promoting better hog-raising, but they did nothing to promote better retailing.

This situation is rapidly changing. The Bureau of Foreign and Domestic Commerce of the Department of Commerce has recently issued Bulletin No. 269 on Retail Store Location.

#### Retail success discussed

The currents and the factors contributing to retail success are discussed. It is a 12-page bulletin and anyone interested in locations or in changing his location should by all means secure a copy.

In conclusion the bulletin states:

"It is believed that the securing of the proper location for the store is one measure that will obviate many of the casualties. It is not merely an academic question, but it has been studied with notable success by practical retail concerns. The chain stores have led in this respect, and it is their achievements that show the practicability of the application of the factors in store location to actual business endeavor.

"As suggested at the beginning of this study, no attempt has been made here to establish any set formula or method of procedure whereby all problems of location can be solved. It is well, however, to remember the fact that there are two types of problems to be considered, the first one relating to a choice of the city, and the second to the 'particular site within the city.

#### Is a store needed?

"Of paramount importance in the choice of a city is the question whether the market will offer a sufficient sales volume so that the store may operate with a profit, or whether there is real economic need for the store.

"The wrong site may be as instrumental in failure as the choice of the wrong city. The logical site is that one which offers the best opportunity to sell goods where people naturally come to trade, either because of convenience or because of habit.

"If the best site is not obtainable or carries an exorbitantly high rental, then an inferior site may be chosen, but due recognition should be given to its economic disadvantages and to the cost of the special attractions necessary to overcome them.

#### Certain factors suggested

"Certain salient factors have been suggested in this report with no attempt to make them all-inclusive. Each problem of location must be analyzed in the light of its particular circumstances, and the various factors must be evaluated in accordance with the existing conditions." 18.00 Good HARDWARE TRAINED H THE NATIONAL MAGAZINE OF THE HARDWARE TRADE DECEMBER 1924





dred Saw.

# YEARS OF EXPERIENCE

In our factories, this perfection has been obtained through years of study by metallurgists with expert knowledge of scientific heat treating, and by craftsmen skilled in the work of making saws to meet the definite needs of the times.

#### THE FOUR HUNDRED SAW

"The Finest on Earth"

The Elite of the Saw World, a saw extraordinary in quality and workmanship. Blade of SILVER STEEL which insures long wearing and edge-holding qualities, two-way taper ground, mirror polish; fitted with Rosewood Handle, Improved Perfection Pattern—the handle that prevents wrist strain.

Write for our new No. 19 Catalog.

#### E. C. ATKINS & COMPANY

Established 1857 The Silver Steel Saw People

Home Office and Factory: INDIANAPOLIS, IND.

Machine Knife Factory
LANCASTER, N. Y.

Canadian Factory:
HAMILTON, ONT.

#### BRANCH HOUSES

Atlanta Chicago Minneapolis Memphis

New Orleans New York San Francisco Portland

Seattle Vancouver, B.C. Paris, France Sydney, N. S. W.



S Christmas Gifts, bright, new Dietz Lanterns are attractive and always acceptable. Besides, they look like and are a lot for the money.

#### R. E. DIETZ COMPANY-NEW YORK

LARGEST MAKERS OF LANTERNS IN THE WORLD—FOUNDED 1840. OUTPUT DISTRIBUTED THROUGH THE JOBBING TRADE ONLY

# With Henry Ford's Income Ta

#### I'd hire the Yale Bowl and hold the World's greatest hardware convention

THE income tax publicity started me talking about what I'd do if I could pay Henry Ford's bill to the Government.

For one thing, I'd like to hire the Yale Bowl some warm day, when they weren't using it for football, and hold a convention of all the readers of Good HARD-WARE. The Bowl holds 80,000 people, so I guess we could find a seat for every one. wouldn't be many vacant seats at GOOD HARDWARE has a circulation of 45,000, and is read in more hardware stores, by more people, than any magazine published. As a reader of Good HARDWARE you are part of the biggest hardware family the world ever saw.

Of course, it would be impossible to hold such a convention as I've suggested. But just for the purpose of making my point, let us suppose it would be practical.

Here we are, then, in the Yale Bowl. We are all going to try to have a good time and a profitable day so we can go back to our hardware stores with new ideas and new inspiration and perhaps have a little more fun in the business and make a little more money.

We would probably have a couple of bands and a few live
"stunts to get us in the right

humor before we tackled the rious stuff.

Then we would have big plifiers rigged up so that ev body could hear the speal We'd have the best men in hardware business to talk to and, believe me, we'd give t advance instructions to mal snappy. No two hour talks "How I would run a hardwatore—if I had a hardwatore." We'd get down to b tacks.

Sometime during the ses you might give me a minutes' time to answer few questions about our magazine. Occasionally, for stance, somebody says to "Where do you fellows get sending us a magazine for n ing that has more good sturit than some of them we pay money for?"

If I could take you behind scenes and show you how publisher gets subscriptions would all be clear as I glass.

A business paper can send salesmer who go from stor store. Your own common swill tell you that most sales can't live and pay their expe on the small sums they can lect for these subscriptions. means there is usually a de

3

that the publisher has to make up from his advertising revenue. He isn't going to pay it out of his own pocket, of course.

Or maybe he will send out a lot of circulars and letters. That is an expensive way, too, as we know from our 60 years at this business. . . .

Now we have no paid subscriptions. Good HARDWARE is sent to you with our compliments. We have never sent you a bill. There is no bill on the way.

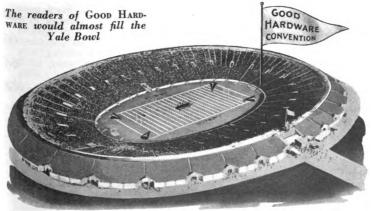
By sending the magazine to you free, we have no subscription deficit to make up. We can give you a better publication without charge than if we sold subscripitions, we can sell our advertising at lower rates. Everybody profits by this sound economy.

And before the meeting was adjourned, I would want to thank our good friends who always mention Good Hardware in writing to our advertisers. When you answer an advertisement in Good Hardware, we

want the manufacturer to know where you saw it. It helps us in getting advertising—and this advertising makes it possible to keep on turning out a better magazine for you.

Perhaps my tale about a big convention in the Yale Bowl isn't so far fetched after all. We can't do that literally, but it is just about what we actually do through Good Hardware every month. We bring together nearly all the hardware dealers in the United States as readers of Good Hardware. In place of the band to start off with, we have humorous covers, anecdotes about the hardware business, a few jokes, a little entertainment.

But the serious purpose of GOOD HARDWARE is to pass along to you ideas and inspiration, practical information about the real problems in the hardware business, just as though we had brought you as one of our huge family into a great monthly convention. Our magazine is small; we make our writers keep the



© U. & U

articles short and to the point, just the same as we would make the speakers keep their remarks good and snappy. The huge convention is all out of question; the other kind of convention that is going on right this minute as you read Good Hard-

ware is practical—and is held once a month through the pages of Good Hardware.

See you at the convention next month!



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Issued Monthly by

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# Good REGISTERED U. S. PAT. OFF. Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI.

December, 1924

Ne. 3

"'Tis the season for kindling the fire of hospitality in the hall, the genial fire of charity in the heart."—Washington Irving.

## GET YOUR SHARE OF CHRISTMAS DOLLARS

In this day of intense selling competition the merchant must be on his toes, alert to new ideas—just as any other business man. Too many follow the beaten paths of the past and do not adjust their business quickly to meet changing conditions or new opportunities.

During the next few weeks there will be a veritable orgy of spending for Christmas gifts. For years hardware dealers have sat quietly by. They did not go after the "gift" trade. But recently the more progressive ones have made a drive for it with splendid success. You are selling useful and necessary commodities. What is more—your products can be made the most pleasing and appreciated gifts.

All that is necessary is a little attention on your part, a little holly, some tinsel—and a lot of Christmas enthusiasm. You will find suggestions for getting the "gift" trade in this issue.

### THE MERCHANTS' GLADDEST MONTH

This month is one of the hardware dealers' happiest of the entire year. Your business will be good, your customers will be cheerful, and the holiday spirit will prevail. There will be just a little less grumbling and a little more wholesome good cheer in our dealings. The frown will even disappear from the professional crank's brow.

So, progressive merchants drink deep! Be the first to fill your soul full of Christmas cheer. Drink so deeply that it fairly bulges out of your cheeks, and beams forth in your eyes. Your smile will be catching. The spark will charge those with whom you come in contact. You will see your good-will reflected in those with whom you deal.

#### GBUBBLE WITH ENTHUSIASM

Even though you are an old veteran of many campaigns, don't be afraid to bubble with holiday enthusiasm. Throw yourself into the spirit of the season. Make the spirit radiate through your entire organization. Fill the store and your windows with Christmas atmosphere and decorate as never before. Put in the best window you ever had.

You will get out of the season just what you put into it—plus a good big dividend. If your investment in good cheer is big enough and genuine enough, there'll be a big dividend January 1st in profit—and a still bigger one in a little more kindly

feeling, a little more good-will, a little better understanding between you and your fellow men for the rest of the coming year.

## A MAIL-ORDER SELLING HINT

Have you ever looked over the catalog of a successful mailorder house? If so, you surely have been impressed by the salesmanship shown in its illustrations and descriptions.

The mail-order house sells only by display—through its catalog. It appeals to the buyer's eye. Every item it sells is on display.

Is every item you sell on display so your prospective customers can easily scrutinize it as they can the mail-order house's merchandise?

## PLOWS AND PREJUDICE

Back in 1797, Charles Newhold patented one of the first cast iron plows. He had much difficulty in getting farmers to use it, because they thought the iron would poison the soil. Thomas

Jefferson, a radical in his day, was one of the first to give it thought, having made observations of a similar nature in Europe. By 1825 the iron plow was in general use.

Ignorance and superstition retarded the progress of the plow. Ignorance and superstition are retarding the progress of many sound and practical ideas today.

## HERE'S A GOOD IDEA FOR YOU TO FOLLOW

"I learn a great deal from the advertising sections of GOOD HARDWARE," writes a dealer in the West.

"In the first place, I myself, advertise weekly and I get a lot of ideas as to what to say and how to say it by reading what the manufacturers have to say to me.

"In the second place I find that manufacturers who have new goods to announce, new conditions of selling, usually advertise. I find many worth while items and ideas in the advertising. That's why I always read the ads."

## A declaration of principles

The hardware merchant should keep faith with his fellow hardware merchants and seek the public's patronage only upon the basis of sound merchandising policies, truthful advertising, constructive salesmanship and efficient and faithful service.

He should contribute his full share to the advancement of the retail hardware trade by co-operating in every way possible to raise its standards and make its service most efficient.

In his relationship with other merchants the hardware merchant should do as he would like to be done by, scrupulously avoiding any unfair or questionable act or practice, either to gain the favor of a manufacturer or wholesaler or to win the patronage of the public.

-From the Ethical Code of the National Retail Hardware Association.



# Hardware selling ideas to fit the Christmas season

Things you can do to roll up big sales for your store

THE time to roll up a big sales volume is when people are spending money. People will be spending more money during the Christmas season, the next few weeks, than at any other time. The hardware dealer deserves a good share of this business. Some one has said that an

idea is the most valuable thing in the world. Here are more than a score of practical ideas that have been tried out by other hardware merchants. These ideas will help you make your store more attractive. They will help you get your share of Christmas business.

#### 1. Let Santa Claus deliver

About the first of December, The Harry Crowe Hardware and Electrical Works of Tulare, California, advertised that Santa Claus would make personal delivery of gifts bought at the store. One of the salesmen employed at the store played the part of Santa.

A couple of days before Christmas, the float shown in the photograph above, decorated and equipped with Swiss cow bells, was driven through the business



If you're hard up for an idea to use in your Christmas advertising, these three sample ads should suggest one

section of the town. A great many children were ill with the measles at the time and, in answer to requests, the float was paraded past the houses where

they lived and toy whistles and other novelties were distributed. On Christmas Eve, the float made regular deliveries of gifts which were bought at Crowe's.

#### 2. Advertise in the newspapers

If ever there was a time when it pays to plunge in newspaper advertising that time is during the Christmas season. People spend more money then than at any other season of the year. Several hardware advertising ideas are shown above.

#### 3. Selling friend husband



One salesman of vacuum cleaners uses this stunt. When a housewife says she can't afford a cleaner but really wants one, he makes it a point to visit friend husband at his office and takes a vacuum cleaner along with him for practical demonstration on the office rug. The suggestion that the cleaner would make a good Christmas present has worked out fine, this salesman finds.

#### 4. Something for everyone

A Western hardware firm installed a most effective window display for Christmas around the idea "Something for every member of the family—gifts that you will be proud to give to your dear ones."

the house was covered with cotton batting, which hung over the eaves, and the house was banked with "snow" of the same material. The windows were red tissue paper, suggesting firelight.

Against this handsome back-



Set in the center of a screen that served as a background for the window, was a circle measuring three feet in diameter. Through this circle could be seen a white cardboard house of the Colonial type. The roof of ground were displayed numerous gift suggestions such as a tool box, an electric fan, a flashlight, a casserole and a vacuum bottle—"something for every member of the family; something each will be glad to get."

#### 5. A bonus for clerks

Tell your salesmen that you are going to keep a record of all sales resulting from suggestions made by them and give a small cash prize to the one who ranks first at the end of each week. This will get them out of the rut of selling only what a customer has come into the store to buy. It will keep them

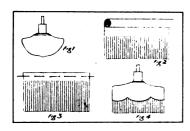
alert and eager to make sales.
Select some article or articles on which you are overstocked, or on which there is an extra nice profit, and offer a small amount on each one sold between stated dates. For instance, from December 8 until Christmas, pay a salesman 25c on each percolator he sells.

#### 6. Decorate a few boxes



Take some old boxes and wrap them with white tissue. Tie the tissue with red string and paste a few Christmas stickers on them. These boxes will make good window display props and they can be used around the store. They will make people think of Christmas.

#### 7. How to dress up lights



Take a roll of crepe paper, cut a deep fringe at one end, as shown in Figure 2, and cut off the end, leaving a margin at the top. Run a string through this margin, as in Figure 3, and tie the paper around your electric light Figure 1. Figure 4 shows the result.

#### 8. Paper your posts

Crepe paper is very useful for wrapping around posts in your store. The illustration shows how various designs of crepe paper can be combined to give a pleasing effect, when they are used in this way.

#### 9. Holding on deposit

The natural inclination of some people is to postpone and put off their Christmas shopping until the very last minute. To attract the attention of early shoppers, one hardware dealer hit upon a successful scheme. He offered to lay aside any article selected upon payment of a small deposit. This made it convenient for shoppers who were merely "looking around" to buy any article that suited their fancy, even if they did not have the full price with them. Here is a suggestion that many hardware dealers may be able to adopt with profit.



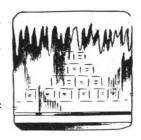
#### 10. Hardware as gifts

There are many items in the store, especially quality articles, which make good Christmas gifts. Even the most ordinary article, however, can be lifted into the gift class by simply tying it with a bow of ribbon or attaching to it a bit of holly or a Christmas card.



#### 11. Paper icicles on the window panes

Christmas icicles can be made from white crepe paper. The effect, when pasted over the top of the show window, is pleasing. This same paper makes an excellent floor covering if you want a snow effect. After it is down, sprinkle it with glistening "snow," which can be bought at any stationer's. If you use red and green electric lamps with this snow effect you will still further bring out the Christmas idea.



#### 12. Offer customers prizes

A dealer in Missouri gave away a number of tickets with each \$1 purchase and on the Saturday preceding Christmas held a prize drawing for a \$20 dressed doll. Simple as this idea was, the result was surprising. Every little girl who saw the doll wanted it and begged her Mamma to get it for her.



#### 13. Try tree tagging

One firm in New England utilized the space in front of its store by placing Christmas trees in upright positions near the windows. The trees were not decorated in the ordinary fashion, but on each branch was a little red card with blue lettering, naming some article of hardware appropriate for a gift.



#### 14. Gifts for employees

A number of concerns make a practice of presenting their employees gifts at Christmas. By writing the management of such firms it is often possible to procure quantity orders for merchandise to be given as gifts to employees.

#### 15. The Sunday-school trade

Sunday-schools are good prospects for the sale of Christmas gifts that are low in price. One merchant each year sends to the Sunday-school teachers in his

community a neat letter telling about his stock of interesting novelties suitable for gifts. He offers a special discount for quantity lots.

#### 16. Santa Claus letters to children





Envelopes and letterhead used for Santa Claus letters

"Some years ago we inaugurated the idea of sending to each child of Santa Claus age in this community a letter apparently written by Santa himself," says A. A. Arnold, advertising manager for The Saiter-Morgan Company, of Vincennes, Indiana.

"The first year we made a test of the plan, using about 950 letters. The response from that bunch was so remarkable that our list grew to 3,500 the second year. Last year we sent letters to 5,000 kiddies. We got their names from city and parochial school records.

"In almost every case, as requested, the child would reply. Then we would send a follow-up.

"So strong did this letter plan go over that we received requests for the letters from people residing 300 and 400 miles away.

"What it did was to make our three stores headquarters for Santa Claus. In writing letters to the kiddies we actually reached the parents.

"We have shipped toys and wheel goods to homes as far away as 200 miles, just because of what the letters started for us."

## "QerryChristmas" Windows



#### 18. Signs on trucks



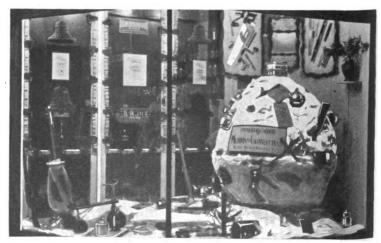
A sign on your delivery truck keeps your store before the public

For holiday advertising to remind customers that a hardware store is an ideal place in which to select Christmas gifts, the Annandale Hardware Company of Annandale, California, posted large signs on the sides of its trucks, reading: "Toy Headquarters. Where your Christmas money goes farthest."

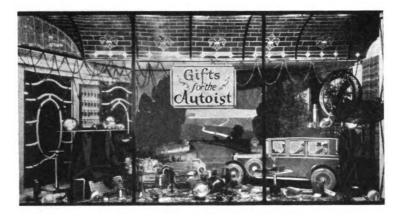
#### 19. A big cotton snowball

A window display in which there is motion always attracts attention. Automatic toys may be used for this purpose. An electric train, entering and emerging from a tunnel, is an old-time favorite with window decorators. More novel is the moving display installed by The Porter Avenue Hardware Store of San Fernando, California. This was a big snowball made

of poultry netting, gunny sacks and cotton batting. To make the ball go 'round, 2-inch pipe was used as a shaft and power was furnished by a small motor, and a Ford wheel. This revolving snowball was sprinkled with imitation frost—and articles from the hardware stock were fastened to it. The floor of the window was covered with makebelieve snow.



This cotton snowball revolved slowly, showing a variety of gifts attached to its surface



#### 20. Gifts for the autoist and others

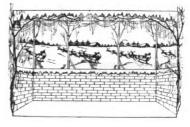
People with hobbies are often remembered with gifts useful in carrying on those hobbies. It's a good idea to make a bid for this trade. For instance, you can group together, either in your display windows or in your store, gifts appropriate for the man who likes to tinker around his automobile and who is always buying new accessories for it.

You can group together tools for the amateur carpenter or mechanic, sporting goods for the fellow fond of athletics, hunting outfits for the Nimrod, and so forth.

#### 21. A simple window background

Crepe paper is now made in a variety of colors and with many appropriate Christmas designs. Here's an attractive, easily installed show window background that has plenty of Yuletide atmosphere.

Around the lower section of the window, tack crepe paper with a brick design, as shown in the accompanying sketch. Above this, tack a border of Santa Claus crepe—a design showing St. Nicholas riding across country in his reindeerhauled sleigh. Where the paper



joins together, add a strip of crepe with an icicle border, and run this same border across the top of the window glass. On either side of the window, tack a few tree branches covered with crepe paper moss.



#### 22. Store bulletin pays well at Christmas

The E. K. Owens Hardware Company of Susquehanna, Pennsylvania, links itself up with the season by adopting the slogan "The Christmas Store." This firm also issues a store paper which, at Christmas, fairly bristles with gift suggestions.

#### 23. Tree, Santa and reception



Says one merchant: "Our window trims for the holidays are usually ones in which we are aided by material and designs of nationally advertised goods. We always have a well-decorated Christmas tree in our largest window. One season our background was Santa Claus driving his reindeers to the house-top.

"A good stunt that we used for years was the one of having Santa arrive on the train a couple of weeks before Christ-

mas and having him hold a reception for the children. The last time we staged this event we had Santa bring along his wife, son and daughter. This added much enjoyment."

#### 24. Decorating home furniture

Now that painted furniture and other home decorative work is becoming so popular, get together some sets comprising three small cans of enamel—one each of the three primary colors, red, blue and yellow and a couple of small brushes. Finish a few small objects, such as candlesticks or electric light brackets to call attention to the value of a home decorating outfit

## Selling hardware on installments -is it good or bad business?

Time payment plan endorsed by country's leading economists; many merchants oppose this method. Both sides presented

W HICH side of this question are you on?

The point at issue is the installment selling of hardware.

One dealer says: "Not only does installment selling increase sales but it benefits the whole business."

Another dealer states: "It is wrong. It is a bad thing. encourages extravagance and is bad economics."

An economist in one of our leading universities points out: "Installment selling is in keeping with the interests and tendencies of our time."

There you have it—intelligent men disagreeing on a very important question. To say the least, the advisability of installment selling, according to some hardware dealers, is debatableat least in some communities.

The question is of vital interest to hardware dealers. It is the purpose of this article to review briefly some of the factors underlying this big problem and discuss intelligently the question as to whether installment selling is good or bad economics.

First of all, regardless of any of our opinions on the question at issue, we can all admit one fact: that much of the hardware business is getting away from the hardware store. lot of it is getting into the specialty shops and the department

"You surely tackled a live problem!" exclaimed a prominent business authority, when we showed him this article on installment selling.

"Your article is the best and most fundamental I've ever seen on that subject," said another.

Here we give you the best thought on this important problem—installment selling. It discusses the underlying economic principles. It touches on another phase of the problem of keeping the hardware business in the hardware store. Thoughtful hardware men will like this article.

Next month GOOD HARDWARE will have an article

on the practical side of installment selling.

Write GOOD HARDWARE a letter telling what your experience has been.—THE EDITORS.

stores, because they offer the installment plan of payment. That's one fact we cannot get away from.

In many communities the hardware store does not sell as many washing machines as the electrical shop or as many household appliances as the department store. The household business is profitable, yet it is getting away from the hardware store—and largely through the installment plan.

The question, then, is this—If people insist on buying hard-ware on the installment plan, and will go to the specialty shop and the department store to do it, then why not sell the same things in the hardware store on the installment plan?

Good Hardware went to some of the leading hardware dealers and got their experience and opinion on this matter. Generally speaking, the hardware trade does not take kindly to the installment idea, yet some dealers that have thoroughly tried it out are well pleased with the results. Many merchants, however, are not trying to get this business and seem to be content to let it get away from the hardware store.

#### Is it poor economics?

For the present, let us discuss the more or less theoretic sides of the question. Let us first consider some of the opinions unfavorable to installment selling as given to Good Hardware by hardware dealers themselves. They say installment selling is fundamentally wrong and is poor economics. Later, we will

consider the other side of the question.

One large dealer in Connecticut, who does not believe in installment selling, says:

"In the writer's opinion, the basic idea of inducing people to practically mortgage their future earnings for their present needs is unsound, and we therefore prefer not to encourage it."

#### People living beyond means

Another successful merchant in Pennsylvania puts it this way:

"We do not approve of this kind of business. The trouble with the country at large is that the people are spending more than they make and we do not want to encourage this sort of thing. We hold our business down tight to careful, conservative lines—high quality goods at a fair price."

A New Jersey hardware man thinks installment selling encourages sales to people already living beyond their means. He remarks:

"While we may be passing up good business by not selling our goods on terms of \$1 or \$5 down, we believe that we are saving ourselves a lot of bad accounts, worry and collection expense. In our humble opinion, the people of today are living up to every cent they make and many of them are living beyond.

"An automobile salesman recently told the writer that he could sell four times as many cars at \$1,500 than he could cars in the Overland or Chevrolet class, although he well knew that 90% of the \$1,500 buyers should have bought the lower priced cars

lower priced cars.
"If customers come to our store and want to purchase a \$150 washing machine on

time, we agree to give them whatever terms they want, and carry them, but we do not advocate doing an installment business."

A large New England dealer believes that installment selling makes goods too expensive. He says:

"This plan necessarily makes the goods more expensive to the consumer, as it necessitates additional work requiring more help to conduct the business.

"We have always considered that the most satisfactory and economical way to distribute goods is to give the customer the benefit of all savings of expense. This is accomplished by people buying goods and paying cash for them rather than buying on the installment plan and paying a fancy price."

A Western dealer, in truly Western fashion, does some straight talking and says installment selling is bad business:

#### Effect on the morale

"We think it is wrong. The installment game has been carried to a point where it has already begun to show itself in the morale of our people. In our opinion it is a bad thing. Instead of building character, it destroys it.

"A few years ago a family would save until they had sufficent funds to buy a washing machine, range, or some other item of furniture. This saving in itself had a good moral effect, but today anybody with a nickel or a dime can go out and buy any piece of furniture with merely the promise to pay in the future.

"This in our opinion encourages extravagance and is bad economics to feed the minds of unthinking people."

There is no doubt that a lot of business men think install-



Alvin E. Dodd, of the U. S. Chamber of Commerce endorses time payments

ment business and expansion of credit is bad for business and bad for the public. They think it is bad from both a social and economic standpoint.

In view of the opinions expressed by the above merchants, all of whom are large, successful business men—is installment selling bad economics? Is it overdone? Is it a curse to our social order? Is it fundamentally wrong? And should it be discouraged by dealers?

On that point, Good Hardware has consulted some of the foremost economists and business authorities in the country and here gives you a digest of their opinion. Installment selling, if properly handled, is not bad economics and most of them think it has social benefits.

(CONTINUED ON PAGE 38)



Virginia Valli handles the scoop like a veteran

## Hardware store gets into the movies

It's a great thing to be a hardware clerk in Los Angeles. You hob around with motion picture stars, 'n everything.

Just as a fellow is weighing up a pound of putty, in comes a studio director to ask the boss if he can take a few scenes in the store.

The Dresslar Hardware Company recently had the distinction of getting into the movies. This Los Angeles establishment serves as a part of the background for a picture entitled, "The Prince of Pleasure."

Virginia Valli is the heroine of this photo comedy and she makes



This movie scene was staged in The Dresslar Hardware Company of Los Angeles

a fascinating shop girl. Just why she picked a hardware store to do her shop-girling in we can't say, unless it was because hardware stores have so many handsome male clerks in 'em. However, there was Virginia, doing her bit as a full-fledged saleslady, while the camera man turned his crank. You can see her at the top of page 22 hand-

happens when a special is offered. Here is a 39c garbage pail easily worth double the money and them ladies is going to have one of them there pails if every police officer in Los Angeles is called out.

Everyone knows that women are experts when it comes to wedge formations in rushing bargain counters, therefore let us



Eddie Sloman grabbed two 39c garbage pails, but he almost was killed in the bargain counter rush

ling a great, big heavy scoop. She couldn't have handled that scoop in a more natural manner if she had been the engineer of a steam shovel.

Now, look at the bottom of the page opposite. Breathe in that good old hardware atmosphere! Note well the store background and note, also, that mad scramble of bargain hunters.

Hardware men all know what

congratulate Edward Sloman, the hen-pecked gentleman shown in the picture above, upon his skill in securing a garbage pail.

Eddie may not be very tall, but he's a nice young feller. The only thing Good Hardware has against him is the fact that he wears his glasses at the end of his nose. Chances are Ed is so hen-pecked he has to wear rubbers when the sun is shining.



## Christmas Windows

In the jolly Christmas season, When a tightened purse is treason, When the world is gay and happy, one gets thinking more and more Could we, as we are, be very Happy, joyful, gay and merry If it wasn't for the windows in the retail merchant's store?

For the window breathes the spirit Of the season when we're near it-With its Yuletide decorations, brilliant colors, green and red; And a mortal's prone to wonder How the time would seem, by thunder, If the merchants merely gave us every-day displays instead.

But they dress their windows gayly,

A reminder to us daily That the happy day's approaching, that the time is drawing nigh; Be it hardware or, by golly,

Groceries dressed up with holly

When we see them in the windows we must go inside and buy. Down the line the lights are blazing,

At the Christmas decorations, and it strikes one more and more,

With a very goodly reason

That the gavness of the season

And the people gather, gazing

Owes no little of its splendor to the windows of the store.

-RAY HOPPMAN.

# More light on keeping business in the hardware store

Dealer, manufacturer and jobber tell GOOD HARDWARE what their experiences have been in dealing with this big problem

THE matter of keeping the hardware business in the hardware store is a big problem.

It is challenging the best minds in hardware.

The bigger the dealer, the more he is troubled with it.

In this article you are going to find some opinions expressed

that will set you thinking. The more viewpoints expressed, the better. The more angles from which this matter is discussed, the better the understanding.

The way to get at any question is to consider all sides of it. In this article you are given the jobber's, the salesman's and the manufacturer's opinion, as well as the opinion of a number of successful retailers.

Each one quoted in this article has given the subject of keeping the hardware business in the hardware stoe serious thought. It is not an easy or a pleasant thing to let the hardware business slip into the variety store,

?

How can we keep the hardware business in the hardware store?

In this article you learn what several merchants, a tool manufacturer and a jobber's salesman have to say about it.

Write GOOD HARDWARE and tell what your opinion is.

the department store, the specialty shop or even the pawn shop.

Everywhere, hardware merchants are wondering how it can be prevented and that's why many dealers have written Good Hard-WARE, saying: "Your magazine deserves a lot of credit for bringing this question

to the attention of the trade."
But not everything has yet been said on the subject. If you have an idea—if you have pulled a stunt that has built up sales—if you can suggest methods of keeping the hardware business in the hardware store, tell it to Good Hardware. Your experience will probably help some other merchant.

One of the most successful hardware firms in the country, the Churchill Hardware Company of Galesburg, Illinois, offers some food for thought and sound advice. We will let H. E. Griggs, the vice-president, give you his message as follows:

"You speak of different stores outside of the hardware trade which are selling lines that belong in the hardware business. On the other hand, you must take into consideration the number of things that hardware stores carry which they did not dream of carrying a few years ago.

#### Constant change

"Business is undergoing a change all the time. If the hardware man who has worked up a good business in the last few years thinks he can sit down and rest his oars now he has another guess coming. I don't think there ever was a better opportunity of making good in our line of business than at the present time.

"Now I realize that some of the readers of this magazine will yell 'Bunk'—but wait a minute. During the war we did not feel the competition as we feel it now. The 10 cent stores carried cheap granite ware, the same as now, and the hardware store that has a basement and feels business slipping can apply the same remedy that we applied. It is a cure.

"At one time we carried only a high grade of granite and aluminum ware and got by, but we soon realized that something was wrong and business along this line began to slip. Our clerks would price the ware to our customers and they would throw up their hands and say, 'Nothing doing, I will have to buy elsewhere!'

"This is what we did: we put in a small line of cheap ware, both aluminum and granite, and sold it at practically our cost. I can hear many a reader saying 'poor business,' but we instructed our clerks never to show this cheap ware unless absolutely necessary. Nine out of ten

bought the better grade after comparison.

"Now, if you don't have the goods to compare you can readily see what the result will be. Our business in both of these lines is showing an increase.

"A few years ago we carried nothing but what you expected to see in a hardware store. Today we carry lots of things that you would not expect to see. I don't mean by this that you have to make a department store out of your business, but there are many lines that can be had that show a good profit. For instance, we used to carry one electric sad iron. Today we carry five different kinds. Consequently we don't miss many sales. It's the same way with many other electric contrivances.

#### Out of stock

"Another reason why I think some business gets away from us fellows is because we don't watch our stock closely enough. Many a store is out of things that are called for and which are strictly hardware items. There is not much excuse for this and it certainly tends to hurt business.

"I recall an instance a few years ago when I first became associated with Mr. Churchill in this business. I bought what was considered at that time a fairly good stock of oven glassware and, for some reason or other, it did not move.

"I talked to Mr. Churchill about it and came to the conclusion that we did not have enough stock. Now at this time we had a piece of everything that the manufacturer made, if I remember correctly, and we bought, in addition to what we already had about \$300 worth of this ware. Ever since, I think we have received

## What they say about it----

Varied opinions on keeping the hardware business in the hardware store

"Carry respectable stock or none at all. Keep it clean, mix a lot of courtesy and patience along with it, and take it as often as possible in large doses."

-CHURCHILL HARDWARE COMPANY,
Galesburg, Illinois.

Take my advice: listen courteously to all salesmen who want to interest you in a new line. Don't come to conclusions quickly."

—A HARDWARE JOBBER'S SALESMAN.

3 "The biggest obstacle in the path of the hardware merchant of today, I think, is the Semi-Jobber." —GRAFF BROTHERS, INC..

Pittsburgh, Pennsylvania.

"In our opinion, if the retail hardware dealers would keep themselves better posted as to the wants of their customers a large part of their problem would be solved."

—A HARDWARE MANUFACTURER.

"I believe in good window advertising and in displaying goods in front of the show

5 in display window."

—George Wimmer & Son, Dubuque, Iowa.

our share of the business.

"Just one more thing. I was out of town a few weeks ago and naturally noticed the hardware stores and windows. I found in one store a window full of cocoa mats—a very fine display.

"But think of it! It was a beautiful day, not a cloud in sight, and there were so many things that could be displayed to advantage and profit. Yet here this merchant had these mats taking up all the window. Did he sell any? I think not.

"The reason I mention this is because, not many months before this, we had a similar window. We sold mats. It rained for about three days, so we displayed mats. We sold all we had and ordered more.

"This is nothing new to the readers of this magazine, but you will be surprised to learn how many are paying just about this much attention to their windows. I will venture to say that if you could have the opportunity of analyzing their business you would find it on the down grade.

"This could be a long drawn (CONTINUED ON PAGE 44)

# How one hardware dealer stopped being a "radio dabbler"

Van Voris sold 25 sets in 14 days. Tells how other hardware men can do it

#### By Arthur H. Van Voris

There's money for hardware dealers in radio and this article tells how to get it out.

to get it out.

Mr. Van Voris, the author, is a well-known hardware dealer in Cobleskill, New York. He writes from first-hand knowledge of handling a radio department. What he has done, other readers of GOOD HARDWARE can duplicate.

ARE you a "radio dabbler" or are you really satisfied with the sales from your radio department?

This is surely a topic of keen interest in the hardware trade to-day.

When radio first put in its appearance, it did not make a very strong hit with hardware stores for the reason that it seemed a thing apart—a new science, as it were; a something untried and unknown. But to-day the situation is quite different. Multitudes of hardware stores are selling radios and supplies.

It is my good pleasure to be writing this article for Good HARDWARE on Election Night, 28 and, as this ends a period of unusual stress and strain in our radio department, we are all "het up" and unusually enthusiastic about this line.

We do not consider the opportunities of our store are one bit better than those of average hardware dealers, as we are located in a small town of less than 3,000 population, although we do have an extensive farm area in the surrounding countryside to draw from.

We started our radio department in a small way about two years ago. At that time, none of us knew the first thing about radio. None of us had a radio set of his own, not even a crystal set, and if we had ever "listened in," the experience did not thrill us sufficiently to impel us to go out and tell the world.

#### Boys brought trade

Youngsters began to come in and ask for what they called aerial wire, lead-ins, insulators and so on, and we did not even know what these articles were.

Inquiries continued and, as we were apparently losing business by turning it away from our door, I took it upon myself to

investigate and make inquiries. Very shortly, the store put in a small stock of aerial equipment, parts for crystal sets, batteries, tubes and small items of general radio supplies.

Sales kept increasing right along, for, as we learned what

was wanted, ,we searched the market and tried to get it. Bear in mind, if you please, that all this early effort was very rudimentary and undertaken with much lack of radio knowledge.

It was about this time that I "fell" with a bang for radio



To gain the confidence of radio-buyers, Van Voris advertised that an expert was in charge of his department



TOP—On Election Night, Van Voris broadcasted returns with a loud speaker. BOTTOM—Every care should be taken to explain radio to customers. Many a "looker" becomes a buyer

and, starting in with a crystal set (for we are within 35 miles of station WGY at Schenectady), I passed through the stages of four different tube sets, purchased—and you will smile at this—from a local radio store at practically retail prices.

Our next venture at the store was to take on crystal sets, complete. With the after-school services of a high school lad, we made installations in the town and surrounding community.

This went very well and we succeeded in building up a nice little trade in these sets. However, until the past month of October, we did not progress very much from this stage of the business.

To be sure our stock became more extensive, so that we did try to maintain a popular line of parts for tube sets, as well as crystal sets complete, but we never felt that we could venture into the tube set business in any real and worth-while manner.

Up to this point, our experience with radio was probably identical with that of many readers of Good Hardware. Frankly, we were "radio dabblers," for we had been missing the cream of the business until we decided it was time to get busy.

(CONTINUED ON PAGE 55)

# Monthly cash prizes for the best ideas from hardware men

GOOD HARDWARE pays \$2.00 in cash for each good idea about the hardware business which it publishes. Address THE IDEA EDITOR, GOOD HARDWARE.

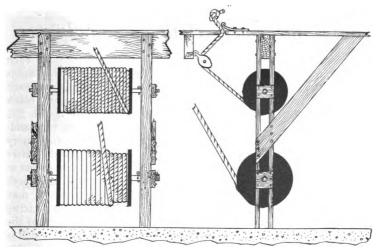
### Rope hanger serves customers quickly

We have a space and labor saving rope hanger located in our basement. It is made of hard wood and suspends from the main floor sills. The drawing shown below describes its construction, which is very simple.

I think any hardware merchant can use one like it because it will help him, as it has us, to sell rope quickly.

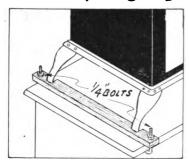
This fixture can be made to hold any number of coils by the length of the hangers. The holes in the floor for the rope to pass through are bored in a row at a *right* angle to the reels, rather than *parallel* with them. That is so two ropes will not come in contact when unwinding from opposite ends of the reels.

A spring escape is fixed over each hole to hold the rope end. We have found that it is best to have the rope pass through a small pulley between the reel and the floor.—Leon Miller,



This device facilitates the handling of rope

## A way to group stoves for display



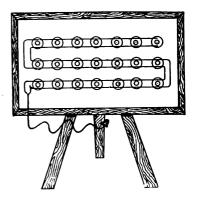
Wooden strips can be attached to a three-hole oil stove so as to display a two-hole stove on top without danger of scratching. The strips are made of crating and cut as illustrated. The stoves are directly in front of the customer while the salesman is demonstrating. I have the strips enameled the same color as the stoves.—George W. Boyd.

## Shows 21 lamps on a portable display

I speeded up sales on electric lamps with this display board.

It is 12" x 24" and was made with cleat type porcelain wall sockets, wired with common twisted lamp cord with a plug. I can plug in anywhere and set up my display, as it is portable.

—HOPE CONNER.



### Boxes for emery cloth and sandpaper

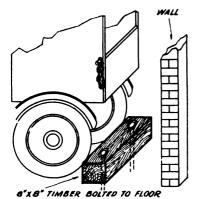
To handle sandpaper, emery paper, and emery cloth conveniently, I used fourteen boxes 12" long, 2½" wide, and 9" deep, and three of the same size, but 3" or 3½" wide.

My boxes were each made of two pieces of ½" poplar wood ½" wide and 9" long, and one piece of stovepipe iron 20¾x13".

Each end of this iron was folded over about 3/16", then bent to form the sides and bottom of the box, so that the fold was turned in. The ends of the

boxes were painted, and each was fitted with a small knob.

Two sets of eight boxes each were plainly marked in black figures, 00, 0, ½, 1, 1½, 2, 2½ and 3. One set was for sand-paper, and the other for emery paper and cloth. As the latter sells mostly one or two sheets at a time, one box will hold both stocks of each kind, which may be placed with the paper facing the cloth, so that the back of the sheets show at a glance which is which.—W. J. DEERING.



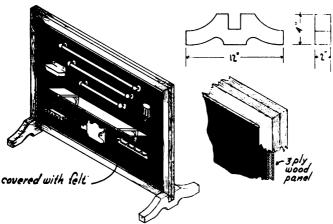
## Wooden planks serve as bumpers

An 8" timber is bolted into the floor all around the parking space in our garage and at the loading platform. That makes it impossible for drivers to jam the rear of the trucks against the walls. The overhang is the same on all our trucks, and the timber is placed so the rear end all but touches the wall—L. O. SANGELES.

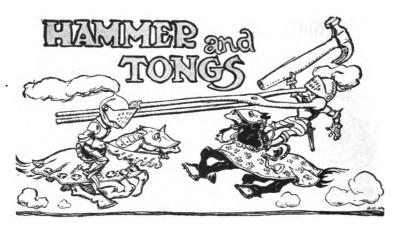
### A display panel for bathroom fixtures

Here is a drawing of a display board that has proved a silent salesman and a time-saver in our store. A piece of three-ply wood, covered with green felt, makes a good panel. The frame is made by gluing two strips together and grooving the middle to fit the panel into. Two short 2" x 4" pieces make the feet.

We are using one of these for bathroom supplies and another for electrical fixtures. When used in the store they are a constant reminder to customers, and when it is desired to have a window display they provide an attractive and quickly made background or center piece.—PAUL JONES.



Green felt covered display board shows up fixtures



#### REASON ENOUGH

"Say, Bill," begged a friend,
"I'd like to know why you
married that Cooper widow."
"Well," said the newly-wed
frankly, "I had a car and she had
offling station."

a filling station."

#### **CLEAN STORES**

"If a hardware store is well stocked it is bound to be clean," the brilliant Tommy said Tetzler.

"What do you mean by that nonsense?" sneered Parkman Davis.

"A store well stocked has plenty of washers."

#### BUT NOT AT CHRISTMAS Sometimes it is better to forget

than remember.

#### A PROFANE SANTA

"Georgie, who taught you to use those dreadful words?"
"Santa Claus, mamma."
"Santa Claus?"

"Yes, mamma, when he fell over a chair in my room on Christmas eve."

#### A DIFFERENT KIND

"Yes, ma'am, we keep can-openers," said the on-the-spot hardware merchant. "Here's one 34

that's the best on the market. My wife uses the same kind for opening all her tomato cans."
"But I don't want to open

tomato cans," came the objecting voice of the inquirer. "I want to open California fruit cans."

#### USELESS GIFT

"Yes, Rupert," said mother. "the baby was a Christmas present from the angels."

"Well, mamma, if we lay him away carefully and don't use him, can't we give him to somebody else next Christmas?

#### REAL DANGER

"I feel awfully anxious about my wife," said Jones to his friend; "she's out in this downpour of rain."

"Oh, she'll be all right, old man," answered Brown; "she'll find shelter in some store."

"Yes," sighed Black, "that's what makes me anxious. She's got \$10 of mine.

Angry woman, to man in crowded car: Sir, your glass eye has broken my hatpin!



Expecting Too Much

#### THERE ARE EXCEPTIONS

Manager of Store: What do you mean by arguing with that lady? Let her have her own way. Remember, a customer is always right.

Assistant: But she said we

were swindlers.

#### BETTER STILL

An old maid was approached by a welfare worker.

"Will you subscribe for the Homeless Men fund?" asked the solicitor.

"No," snapped the old maid. "But I might consider taking one of the men."

One reason why some merchants show a loss at the end of the year, is because figuring overhead seems to be over their heads.

#### NONE GOOD ENOUGH

A little boy was given \$2 by his uncle. He had heard that a certain make of popular auto-mobile is very cheap, and he wrote to the factory for one for \$2. The automobile people were so amused that they asked the kiddie to visit the plant. His aunt took him to the factory.

"Go around," said the manager, having taken the boy's \$2, "and choose the model you like best.'

youngster wandered around, looking at the various

"Well?" said the manager after the boy had made a thorough inspection.

"Please, I'd like my \$2 back,"

said the lad.

#### FALSE COLORS

"Is this color fast and really genuine?"

"As genuine as the roses on your cheeks, madam."

"H'h! Er-show me something

else."

#### R.F.D. DELAYS

Visitor: Has your volunteer company bought a fire-engine yet?

Villager: Yes, but we haven't

had a chance to test it!

Visitor: No houses on fire, eh? Villager: Oh, yes, but they've always burned down before we got there.



Willie (watching his mother using a vibrator): Gee, your face must be awful dirty, ma, to have to use a vacuum cleaner on it.



Mrs. Farmer: Why are you sticking to that thing. Why don't you git your chores done?

Farmer: There's a sermon about Joseph goin' to Egypt to buy

corn . . . and I want to hear what he had to give for it.

#### "SO MUCH" ROPE

Willie: Pa sent me for a piece of rope like this.

Hardware Dealer: How much

does he want?

Willie: Just enough to reach from the goat to the fence.

#### DILEMMA OF THE HORN

"How old is your cow?"

"Two years."

"How can you tell?"

"By her horns."

"Oh, yes, I see. It only has two."

#### **AUTOMATIC WHIPPINGS**

A town boy was offered a chance to spend a week in the country, but refused. Coaxing, pleading and arguing brought from him nothing but the stubborn answer: "No country for me!"

"But why not?" he was asked "Because," he answered, "I am told they have thrashing machines in the country, and it's bad enough here, where it's done by hand."

#### FREE DEMONSTRATIONS

Pretty Girl: Do you sell mistle-

Clerk: Yes, miss, and we like to demonstrate to prove that it is good.

#### PRACTICE MAKES PERFECT

A barber reported to work two hours late.

"What's the big idea?" demanded the boss.

"I'm sorry," replied the barber, "but while I was shaving I talked myself into a shampoo, haircut and massage."



#### **Customers For You**

This December advertisement in the general magazines shown, as well as in all the prominent radio publications and many farm papers, will add even a greater impetus to Crosley Sales.

BE SURE AND PREPARE TO MEET THE DEMAND GOOD JOBBERS EVERYWHERE HANDLE CROSLEYS

Write for Complete Catalog

### THE CROSLEY RADIO CORPORATION Powel Crosley, Jr., President

1248 Sassafras St.

Cincinnati, O.

Crosley Owns and Operates Broadcasting Station W L W

## Is installment selling good business?

(CONTINUED FROM PAGE 21)

Alvin E. Dodd, of the Domestic Distribution Department of the United States Chamber of Commerce, a man whose opinion is sought constantly by leading business men, states that installment selling might be considered a form of saving. He says:

"A good deal of prejudice has been created against the installment plan because of the methods adopted by a good many of the early installment

plan houses.

"Further experience with the plan has shown that, when confined to articles of considerable unit value and of more than temporary usefulness, it is not an improper amplification of the credit idea and enables thousands of people to benefit by the ownership of articles which, if procurable only by an immediate single payment, they never could have hoped to possess.

"For example, the apparent family income which justifies

"For example, the apparent family income which justifies the ownership of a vacuum cleaner has declined until the minimum seems to be regarded as from \$2,500 to \$2,000 a year.

#### How it saves money

"When applied to the purchase of a really useful article, the installment plan is almost in the nature of a savings device and not necessarily an encouragement of improvidence as maintained by most economists until within the past few years.

"People who buy such articles as vacuum cleaners and washing machines on the installment plan are not likely to set up a savings account for the purpose, yet the advan-

tages of such labor-saving aids to the housekeeper are experienced more profoundly by the comparatively poor than by the well-to-do.

"It must be obvious that any distributor who adopts the installment plan for the sale of selected articles of merchandise should not burden his ordinary cash customers with the prices charged under the

installment plan.

"There should be a material difference in price between the two classes of merchandise, since the expense attending the sale of cash merchandise is considerably less than that attending the sale of merchandise on the installment plan."

Another economist and business authority that Good HARD-WARE consulted is Dr. Herbert W. Hess of the Wharton School of Finance, of the University of Pennsylvania.

#### Builds character

Dr. Hess says installment selling, if properly handled, is good economics—he goes further—"a sane installment plan, properly sold, is in reality a characterbuilding factor," and he then reminds us that many families operate on a budget and think in terms of yearly expenditures and plan their installments accordingly. He reasons as follows:

"It seems to me that selling on the installment plan is in keeping with the necessities and tendencies of our times. From a family budgetary point of view, we are beginning to think in terms of yearly expenditure and to include within this expenditure the idea of pleasure, satisfaction, and individual responsibility.

"Moreover, we are beginning to recognize that the ten-





turned the trick of selling 200 Eveready "B" Batteries in a week.

Ask Mr. R. F. Ferguson, vice-president of the Interstate Radio Corporation. He will tell you that Eveready quality batteries mean satisfied customers, that Eveready trade service means dealer satisfaction, and that Eveready national advertising makes selling easier.

Eveready Radio Batteries are manufactured and guaranteed by

NATIONAL CARBON CO., Inc.

Headquarters for Radio Battery Information

New York

Canadian National Carbon Co., Limited, Toronto, Ontario

San Francisco

dency for human beings to express their normal instincts, hopes and aspirations rather than to suppress them is a normal, natural and legitimate inclination. The use of economic goods is simply an effort for individuals to put their standard of living in keeping with the spirit and dignity of the times.

"There are many young people who are going into house-keeping who can only buy a vacuum cleaner if they purchase it by the installment method. Why should they be denied the use of this vacuum cleaner over a period of months simply because they cannot purchase the cleaner immediately? Again, too many concerns think in terms of the price of the article as being absolute with respect to value.

"Putting it a little more picturesquely—although I pay \$5 for a safety razor, if I had to give it up I would be willing to pay \$50 or \$60 for the satisfaction, time and efficiency which it has satisfactorily demonstrated in my life.

"The worth of anything to the individual is in relation to the time and energy saved for other purposes. In the instance of modern household appliances the actual cost has no relation to the subjective values of self-esteem, dignity, time saved and energy preserved.

"The fact is that the installment plan is a method by which human beings, at the instinctive time of their life, are prompted to purchase the right thing at the right time and the right place. The resultant is human confidence, increased energy, and consequently willingness to assume responsibility in order to pay for the article thus purchased. A sane installment plan properly sold is, in reality, a character-building factor."

The above two statements

seem to express fairly well the opinion of the economists Good Hardware has consulted. From this we can deduct that economists are pretty well agreed that from an economic and social standpoint, installment selling has no harmful effects if it is intelligently done—in fact it is beneficial to society.

It was only a few years ago when many people thought that buying autos on the partial payment plan would ruin the country. Yet today there are more autos sold that way than ever before and everyone seems to be better off all along the line.

#### Prosperity promoted

Of course, in a few isolated cases, this policy has probably led to disaster but, on the whole, it has promoted prosperity. And now the field of installment selling is widening. The paint people are advocating its use in selling house jobs. It is even beginning to be talked of in the grocery field.

The changes in our method of living of the past few years, all tend to favor the installment idea. Only a few years ago the average man's income was spasmodic. With some, this is still true, particularly in farming sections, but with the growth of our industries and the large industrial centers, vast quantities of our population now have steady incomes.

Next month Good Hardware will discuss some of the more practical sides of the installment selling proposition, giving the actual experiences of hardware dealers.





No. 2671—Eveready 2 cell Focusing Spotlight with the 200-foot range

Eveready Unit Cells fit and improve all makes of flashlights. They insure brighter light and longer battery life.



## For last minute shoppers - Flashlights!

EVEREADY Flashlights save wandering and wondering in Christmas shopping. Put them out where the crowds can see them, and your problem and the shoppers' problem will be simplified in the last-minute rush.

Everybody needs an Eveready — Mother, Father, Billy, Jane, Aunt Harriet, Uncle Charlie, Grandma and Grandpa, the chauffeur and the maid. There is no age limit.

Tap this rich Christmas market. See that your Eveready display-case is well stocked and prominently placed. A very effective window display is an assortment of Evereadys combined with Eveready window-display material.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, Inc., New York—San Francisco Canadian National Carbon Co., Limited, Toronto, Ontario

It pays to mention GOOD HARDWARE in answering advertisements

#### More light on keeping business in the hardware store

(CONTINUED FROM PAGE 27) out story, but it seems to me that if we carry respectable stock or none at all, keep it clean, mix a lot of courtesy and patience along with it, and take it as often as possible in large doses, why I cannot help but feel that we will succeed and this is one of the main reasons that we have enjoyed the success that has come to

"I believe that, at the present time, most of our customers feel at home in our store. I also think that they feel that there is no partiality shown. One man's money jingles the same as another's in our cash drawer. A 10 cent customer meets the same consideration as a \$50 one and it spells suc-

"Forget about your competition; fall in love with your business and she will respond just like a flapper who falls in love with you."

H. E. GRIGGS. Churchill Hardware Company.

#### Five pointers

This Kansas dealer scores five very important points:

"I have been in this locality for nine years, and am surrounded by a drug store, two garages and four grocery stores, all of which sell more or less hardware that belongs to the hardware store.

"First, I put my goods out on display tables. This helps the appearance of my store and also sells more goods.

"Second, I change my windows regularly.

"Third, I price-card nearly all articles in the store and the windows.

"Fourth, I have boys deliver handbills every two or three

weeks in the districts where I expect business.

Fifth, I read magazines pertaining to the hardware and electrical trades and make use of their suggestions.

W. G. Nussbeck. Seward Ave. Hardware Store.

#### The jobber's side

Hardware merchants often complain because the jobber's salesman sells other than hardware stores, but there is also the jobber's side to this question and the salesman quoted below gives you this viewpoint.

He tells you in his own words why he sells the pawn shops. leather goods stores, variety stores and others. He says it's the dealer's fault. He travels an Eastern metropolitan territory and, while his remarks are confined to that territory, yet you will find them worth while reading.

"Observing as I do, daily, loss of sales by inexperienced and indifferent clerks who have that 'Don't care if I sell you' attitude, I would suggest as a remedy: one experienced, intelligent clerk instead three or more indifferent ones.

"The dealer should encourage a good deed by a clerk at the right time and encourage clerks who offer their sug-gestions, whether their suggestions apply to window trimming, rearrangement or enlargement of stock or carrying new lines.

"In the past 20 years we have witnessed the success of the mail-order houses, variety stores and drug stores. We have seen them make huge strides in general merchandising.

"It has been my pleasure to try and interest the trade with paint brushes and sport-



# BigSales and SureProfit — In this ChristmasPackage

In this attractive gift package Knape & Vogt Clothes Closet Fixtures will bring you your share of the big profits from holiday buying. Knape & Vogt fixtures are useful, practical gifts. Thousands of installations in fine buildings everywhere prove their popularity among foremost architects and contractors. Put these handsome gift packages in your windows and about the store. The quick, easy sales will surprise you.

Fill out the coupon below for our special introductory offer. Free mounted sample, Free window display and 22 fixtures in assorted sizes (8 in Christmas Packages) costs you \$24.85—sells for \$49.70.

Or you may order the 12 and 14" fixtures in gift packages in quantities to suit your needs at prices and discount quoted on coupon.

## KNAPE & VOGT MFG. CO., GRAND RAPIDS MICHIGAN

Knape & Vogt Mfg. Co., Grand Rapids, Mich.  Gentlemen: Please send me fixtures as indicated below: Check which	
Introductory assortment containing Free window display, Pree mounted sample and 22 fixtures in different sizes. (8 in Christmas wrapper). Bill me \$24.85, 30 days net.	State how many 112-inch Rolleasy fixtures in Special Xmas Package, at \$1.10 less 50% each, and 114-inch Rolleasy fixtures in special Xmas Package, at \$1.20 less 50% each. Bill me 30 days, net.
Name	
Address	
Mia	

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ing goods the last three years, and what I have stated here-tofore holds. Take the brush line: nice clean merchandise that does not require much capital and with a margin averaging from 50 to 75% of cost.

#### Complete line of brushes

"How many hardware stores carry a complete line? Very few; the average stock consists of cheaper grades varnish, wall and kalsomine brushes, although the majority of stores carry an advertised line of paints. By carrying a better grade of brushes they would increase their profits considerably.

"Take sporting goods; a margin can be made ranging from 65% of cost up. Here is a line that sells 12 months in the year, especially when the general hardware business is dull—namely, in June, July and August — and the two weeks preceding Christmas.

"Sporting goods do not mean a large investment and they are clean merchandise; nothing gets out of date or deteriorates in value and the line is one of the few carried by department stores and mail-order houses. Yet it always brings in full profit.

"Sporting goods are never put up at special sales, yet, when you try to interest the average storekeeper, he states they are out of his line, and that concludes the interview.

"On sporting goods, about the average storekeeper on any avenue or live street should be capable of doing \$3,000 per annum; the minimum averaging a sliding scale of 65 to 100% margin on cost, which would at least cover his rent. Yet merchants scoff at the idea, and the consequence is that I have sold sporting goods to

trunk and leather goods stores, musical stores, pawnshops and Army and Navy sales stores. I have sold brushes to pawnshops, general stores and variety stores; they are all making good and I have built up a strong clientele.

"Hardware dealers, wake up! pull the blinders off your eyes. Be optimists, and not pessimists. If other merchants can see an opportunity and grasp it and are making a success of merchandise that you had an opportunity to handle and refused to touch, don't lament over the fact and act as if you had first mortgage on the line, and that other merchants had no right to sell this class of goods.

"Go after sales with renewed vigor and vitality. It pays, not only with interest but with compound interest and, in addition, you will hear more of the sweet musical sound of your cash register.

"Take my advice; listen courteously to all salesmen who want to interest you in a new line; don't come to conclusions quickly; think it over; consult your fellow dealer at the hardware club, or your neighbor, then make your decision."

#### Eliminating one evil

H. Mayberry, manager of Graff Brothers, Pittsburgh, Pennsylvania, makes some vital criticisms of the semi-jobber and tells what he is doing in eliminating this evil. Read his thoughtful remarks:

"All hardware men realize that keeping the hardware business in the hardware store is a very vital problem in the modern business world today, and, no doubt, it is a very hard question to answer, as we all have our own views on the subject.



# Ford Trucking Costs Are Consistently Lower

More than half the trucks in America are Fords.

Low first cost is not alone responsible for this country wide preference. The record of Ford trucks for long, dependable, efficient, economical service is without parallel. Powered by the famous mod-el T motor, Ford Trucks offer every assurance of fast, safe service. They are easy to handle in traffic, around loading docks, in alleys and in other tight places. The twospeed planetary transmission, which is an exclusive Ford feature, greatly simplifies control and facilitates rapid speed changing when getting under or when operating through heavy traffic. Ford trucks are the most economical trucks for your business. They have a definite earning power, giving dependable daily service with the minimum of time off for repairs. There are more than 37,000

There are more than 37,000 Ford Service Stations, one or more of which are available in every neighborhood of the nation. Prices and workmanship are standardized for economy, speediness and efficiency.

Your nearest authorized Ford dealer can furnish you facts and figures on the cost of operating Ford trucks in your business. He is also in position to help you select the body type best suited to your needs. Call on him for this service and a practical demonstration.

Ford One-Ton Truck Chassis \$370 f.o.b. Detroit



CARS . TRUCKS . TRACTORS

"We have a large retail store here and are trying to keep up with the trend of the times, making a legitimate margin on our hardware in order to enable us to give the public just a little better service and better hardware than they have been getting in the 5 and 10 Cent stores or in the department stores, and we impress upon our customers that we do give them better value for their money. We have a slogan on our front door which reads: 'Our Policy—To Sell A Good Product And Sell It Honestly.'

#### Not detrimental

"Just across the street from us there is a large department store that has just put in a line of paints and house furnishings, but we do not consider this a detriment to us, as we feel that our salesmen are better prepared and more experienced in giving the people service along these lines than they are. We, therefore, do not look for any great harm on this score.

"We also have in our locality a store owned by a light company, and it is selling gas ranges, stoves, vacuum cleaners, and so forth, and selling them on time. This has a tendency to lower our sales on these particular articles, and, in order to avoid this, we are figuring on selling these on time, also, so that we may get a lot of business that we are otherwise missing.

"The biggest obstacle in the path of the hardware merchant of today, I think, is the Semi-Jobber; but that I mean a jobber who will sell every Tom, Dick and Harry in his territory on the same basis that he sells the legitimate hardware merchant.

"For instance, there is an automobile accessory firm here

that has been selling golf balls, due to the fact that they purchased a few tires from a large manufacturer, but when I called the manufacturer's attention to this, the sales of golf balls by this firm ceased immediately.

"Another item: an automobile dealer, with whom we do quite a bit of business, has returned his bill for 'B' Batteries, saying that he can buy them at List, less 40%, and I have also brought this matter to the attention of the manufacturer.

"We have as a neighbor an automobile gear dealer, who is complaining because we only allowed him 10% on a certain well-known make of gas stove, while he can get 25% from one of the semi-jobbers. I want to say right here that it is up to the jobbers to protect the hardware merchants, which they can do if they care to.

"It was not long ago that we sold a bill of sporting goods to an automobile dealer, at a legitimate profit, but when it came time for the settlement, he had a price on these same articles from one of the local jobbers of 10% over the net cost, and we were obliged to meet the price in order to enable us to hold the business. In the end, this has a tendency to cast a reflection on our store, which might lose the business for us, although we have had this customer for a number of years.

### Of mutual benefit

"Again, I want to impress upon you, or whoever reads this little article, that if you will fight this issue with the semi-jobber (remember, I do not mean that all jobbers resort to these tactics, as some protect dealers in every way), it will prove of mutual benefit (CONTINUED ON PAGE 51)

to both the dealer and the jobber in the long run. I think that, where instances such as the above occur, they should be looked into and remedied. It would help the hardware merchant greatly in his daily struggle and would so help to answer the question you have brought up, namely: 'How can we keep the hardware business in the hardware store?'

"Last, but not least, I think that your little magazine deserves a lot of credit for bringing this question to the attention of the hardware dealers, who should help to answer it."

H. MAYBERRY, Graff Brothers, Inc.

#### A manufacturer speaks

The remarks below are equally pointed. They give you the manufacturer's side of the question. This concern says that even though they establish a demand for some of their new tools, hardware dealers refuse to handle them. In many instances they are selling them through other than hardware stores, not because they want to, but because they must. Read how this manufacturer looks at this question:

"During the past seven or eight years this company has advertised considerably in various hardware dealers' journals with the intention of interesting the retail hardware dealers of the country in garden tools. The retail hardware dealers of almost every State in the Union have been circularized direct, but without results. Very few have even permitted us to send them samples.

"Besides the advertising above mentioned we have spent large sums of money advertising direct to the consumer, and we are continually receiving inquiries and have numerous letters like the one we received a few days ago from a gentleman in Texas.

"In this particular letter he states that the hardware dealer only laughs when he tries to buy some of the new garden tools.

"Keeping the hardware business in the hardware store, in our opinion, is a matter which lies strictly with the retail dealer alone. It no doubt is a matter of service. Customers will go to the hardware store and ask for many things that the average dealer does not carry in stock, and it is up to the dealer himself to satisfy these customers so that they may come again. A small amount of good salesmanship, applied in cases of this nature, will go a long way with the customer.

"We have, in one of the biggest cities in the country, a large drug jobbing house which is interested in our line and, from present indications, are going to put it across big during the coming season. Isn't it possible that the retail druggist or the variety store-keeper is a better salesman than the regular hardware dealer?

"In our opinion, if the retail hardware dealers would keep themselves better posted as to the wants of their customers, a large part of their problem would be solved."

#### Monthly store paper

A live-wire salesman of Phoenix, Arizona, says the most important of 10 points that he makes regarding the problem of keeping the hardware business in the hardware store is a monthly store paper. The same opinion has been expressed by

other merchants in sparsely settled communities. Here are his 10 points:

"My 10 answers to this most important question, 'How can we keep the hardware business in the hardware store?' are as

1st. Eliminate the curse from hardware business — the

credit system.
2nd. Sell your goods at the right price and for cash only. 3rd. Know more about your

goods than the other fellow.

4th. Properly display all the goods in your business.

5th. Take care of your customers on all repair parts of goods sold by you. 6th. Conduct a first-class

service department with your

business.

7th. Departmentalize your business and place someone at the head with authority and full knowledge of his department and then hold him. responsible for results.

8th. Concentrate on completeness of stock in each de-

partment.

9th. Keep in progress with

the spirit of the times.

10th. The last and most important one: Issue your own monthly store paper, for you have to keep on telling them that you want their patronage.

OTTO ARPS, Phoenix, Arizona.

#### Cooperative advertising

George Wimmer & Son, Dubuque, Iowa, think dealers can well afford to do cooperative advertising.

"There are quite a number of stores in this city, such as department, variety, 5 and 10, and also some drug stores, which handle goods sold in the hardware store, and we have quite a lot of competition to meet.

"Now, we try all different

methods to keep the trade from going to these stores. We get some of the business, but some of it passes us, also.

"Our store is out of the business district, in the residential section, so we can afford to sell goods at a moderate price.

"I believe in good window advertising and in displaying goods in front of the show window. This I know has sold a lot of goods for us.

#### Outside displays

"For instance, we started to handle brooms some time ago and, at the start, they did not move well, as we have two grocery stores close by. I found that, by displaying the brooms outside and marking them '49c Special,' or whatever the price might be, we sold quite a number. Our sales on brooms are increasingwhen customers buy a broom they usually come and purchase some other article. this way you can get people into your store and they can see what you have.

would like to suggest something else to help keep the hardware trade together; instance, in a city where there are quite a number of hardware stores and a lot of competition, several stores could get together and have an advertisement in the daily newspaper-we will say about twice a month to start with.

"My plan would be to advertise articles that are everyday sellers.

"I believe that, by cooperating and having an ad in the paper at intervals, it would not cost the dealers very much, as each dealer would pay only a part of the cost. This is our suggestion in trying to keep the trade at the hardware store."

GEORGE WIMMER & SON.

# Hardware dealer stopped being a "radio dabbler"

(CONTINUED FROM PAGE 30)

During the first week in October, with good radio weather just in the offing, we saw that a certain electrical store in town (which, by the way, did not begin selling radio until after we had started) was getting the real bulk of the business that counted.

Perhaps a similar condition exists for many of you readers—the business is all there, in your town or city, but you are not grasping it.

We put our heads together and decided to cast the die in favor of "Radio or Bust." No more dabbling with small stuff.

Right here is the crux of the whole matter for many hard-ware dealers who are not naturally radio experts. To make money, you must spend money.

You must have a radio expert in your store. There's nothing in the world like it for a tonic to stimulate your radio business.

We made a proposition to a young man-at that time employed in the radio laboratories WGY. Schenectady. hired him and placed him in charge of what we have termed our "new radio and electrical department." We next spent three days in getting ready before we fired the first gun-and by getting ready I mean getting an adequate and sufficient stock to really be able to have an honest-to-goodness radio ment in our hardware store.

I took my car and drove 50

miles to the nearest city radio distributing center; spent the day in talking with the heads of radio departments in electrical supply houses, purchased a splendid stock running into a lot of money; took what I could home with me and arranged for rush express shipments on the morrow for the balance. Then I drove back home at night, tired but well satisfied with the day's work.

Get this point right here. Aside from having a real radio expert in your store, it is absolutely essential to maintain a good stock of radio goods and particularly a reasonable assortment of sets.

Immediately upon receipt of our purchases, we set up a window display, filled our most prominent display case, put up a display across the top of it facing the main entrance, started our local newspaper advertising and were off in a cloud of dust, bound for that Pike's Peak of radio—or bust.

We had spent so much money in sets that when we figured them all up, we were somewhat aghast, for it doesn't take many Superheterodynes to run into 1,000 cold dollars. If you get the same chilly feeling along your spine after a buying spree just call a store conference and tell the boys:

"We've got to move 'em out by Saturday night—no ifs or buts or side-stepping about it! Now, let's all pull together for the good of our radio department!"

I don't remember the exact



Cvery time you sell a Knife

A DOLLAR ITEM

ORDER NOW

NOT TOO LATE FOR XMAS by suggesting this handy little KNIFE SHARPENER in the BLUE AND WHITE CHECKERED BOX

What could be more natural than to mention keeping knives sharp when you are selling them?

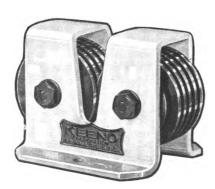
Just show the KEENO KNIFF SHARPENER to a customer

when he is buying cutlery and he will sell himself.

The KEENO Knife Sharpener is:

Nationally Advertised
Endorsed by Good Housekeeping
Handsomely packed for Counter
Display.

Made to last—and looks it.



KEENO has the hardest, longest wearing discs of all knife sharpeners. It puts a keener edge on knives and will give your customers better service than any other-a fact that has been proved by laboratory tests. It has a snow-white enameled housing to protect the hands.

A trial dozen will convince you that KEENO'S many advantages make it the best and fastest selling knife sharpener—or shall we send you a sample for sixty cents?

Looks well in the modern kitchen.





82 WALL STREET, NEW YORK CITY.

Enclosed find

ORDER COUPON

60c for sample.	Please sendd	lozen Keeno	Knife	Sharpeners
Name	(Place			
	(Plea	se print)		

Address ......

It pays to mention GOOD HARDWARE in answering advertisements

words we said at the conference in our store, but there were four of us and we agreed to get our backs behind the wheel right off the bat.

We did!

It is now Election Night and we have been boosting this new and greater hardware radio department for just two weeks and two days. During this short time, we have sold exactly 25 bulb sets, ranging in price from \$14.50 to \$269.

Lest you think most of our sales were of the cheaper variety first mentioned, I will state that we stocked only two of these lower priced ones and we have not and will not push them—we stock them merely as a price item.

The average price of these 25 sets ran between \$50 and \$100. In other words, we have learned that, at these prices, there is unquestionably a quick turnover. We were fortunate enough to make every single one of our sales a cash sale, and this possibility is always in your favor if you push a popular-priced line.

Don't make any mistake in choosing your line and when you have once selected a good one, boost it for all you're worth. Talk it up to every possible prospect who enters your store and stick to it.

Many a "looker" is a latent prospect. We have absolutely learned this fact.

Get his interest in radio, that is, "sell him the idea" of radio, instill in him the desire for a set in his home and then your selling of the actual set is relatively easy.

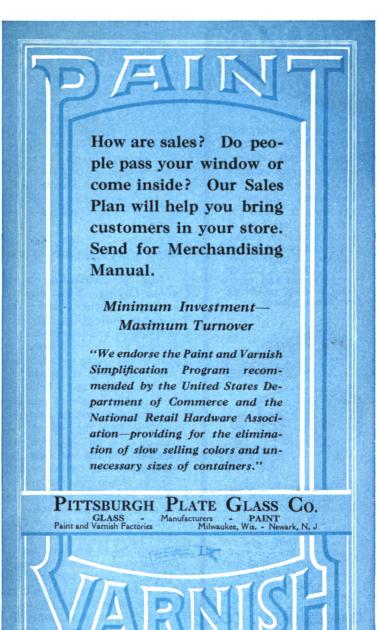
Many prospects are entirely ignorant of radio. They're afraid a set may get out of order or that they won't understand how to operate it.

Where your expert comes in. If you have a radio expert in your department, you can assure customers of a correct installation; promise them a thorough lesson or instruction in the operation of the set; have them understand that "service after the sale" is your middle name and make them feel that you are sincere in saying that none of your sets are sold unless the purchaser is entirely satisfied.

These are some essentials that we know work to positive advantage and I would emphatically remind you that no store without a well-versed radio man connected with it can honestly make installations on the above basis.

You must have the confidence of the public. Radio is still so mysterious to the average layman that he will not buy a radio set unless he knows he can secure expert installation and service on the set.

Just think of selling and installing 25 sets in the short period we have mentioned in a town of less than 3,000 population. We feel tremendously good about it; we have worked hard and we have been put to it to keep up our stock during these tow weeks. Honestly, we didn't expect to sell that many sets in two months.



It pays to mention GOOD HARDWARE in answering advertisement

# Sell Oakes Hot Water Incubators

Easy to sell because it's so simple and satisfactory. Priced right—dandy dealer profits. This improved all-metal machine is noted for its large hatches of strong, healthy chicks. Easy and economical to operate. Copper water Oakes Quality tank, lamp, heater and regulator. Made in 60-egg and 100-egg sizes.



The Oakes Hot Water Incubator will make you money and friends. There is also an Oakes Air Incubator. Hot Electric Hen, and a complete line of quality poultry supplies and fixtures. Write today for complete catalog and dealer's prices.

OAKES MFG. CO.

345 Dearborn Street Tipton, Indiana

Store enthusiasm is vital. Without neglecting your general hardware line, it is really easy to drop a word here and there; to direct a glance toward the radio display case; to hand out a booklet; to ask for the privilege of a demonstration; to inquire if there's a set in the home and so on—a myriad of little, personal things that arouse interest in what you have to sell.

As to selling radio sets in the average community, I frankly believe just this—you can if you will, provided you are prepared to deliver the right kind of goods in the right sort of way.

Just a concluding word about buying. From now on, as better radio weather approaches, business in radio sets is bound to increase for us and likewise for the city distributors.

If you're going to sell radio, YOU MUST HAVE IT IN STOCK—not "on order," and I believe it is a good principle to establish one prominent buying center at which to place the bulk of your orders. To do this, you will doubtless obtain the best and most continuous results by calling, in person, on the man in charge of radio sales in this distributing wholesale house.

If you other readers of Good Hardware go into this radio set business as we have done, I feel assured you will be amply repaid in dollars and cents, in fun and experience. You'll get a lot of publicity and you ought to make a good bit of money, for there's a good profit from a quick turnover in sets and equipment accessories.





## Sell a Sargent Padlock to every customer who

#### owns a car

SARGENT Cylinder Padlocks afford protection for garages, spare tires and toolboxes which is as certain as that provided by the Sargent Cylinder Locks on the front doors of your customers' homes. Explain its operating principles to motorists. Show that twisting or prying will not open it. Sell them on the fact that here is insurance against burglary which needs no renewal. A convenient display panel with special assortment of twelve Sargent Cylinder and Subcylinder Padlocks is being used by many merchants with much success.

Interesting folders for counter and mailing use are furnished free. Our Co-operative Advertising Service Booklet will also be sent upon request.

#### SARGENT & COMPANY

Hardware Manufacturers

New Haven, Conn.

New York 92-98 Centre St. CHICAGO

221-223 W. Randolph St.

The Decimal System of Pricing and Packing Has Been Adopted for Sargent Hardware

It pays to mention GOOD HARDWARE in answering advertisements

THE OREGON MERCH

# The Trial Jury

HE retail merchants of the country who profess antipathy for the mail order system are now being tried before a trial jury of publishers.

The Butterick Publishing Company is defendant's at-torney. The mail order despots are furnishing counsel in plenty for the prosecution.
The jury is composed of all
the reputable publishers in the country.

¶ When the testimony is heard a verdict will be rendered. If it be found that retailers are wanting in loyalty to those who help them; if it be determined that sincerity is lacking; if it be shown that the Butterick Publishing Company sacrificed money without gaining the united support of local dealers; the verdict will of course be "Guilty as charged," and many moons will wax and wane before another big publisher turns away mail order advertising.

¶ Upon the other hand if it be found that retail merchants responded to overtures of the

the declaration, co-operated to advance the Butterick people, backed up interest of the publishers, pushed the publications, and used every effort to make the sacrifice of the publishers worth while then of nice of the publishers worth while then of course the verdict will be "Not guilty," and dozens of magazines will hasten to place embargoes on mail order advertising.

The thing to do is to furnish conclusive evidence. There is just one way to do that and it is to promote the sales of the Delineator, The Designer, and The Womans Magazine, all Butterick publications, and at the same time stock and sell Butterick patterns.

Additionally every retail merchant should lay aside this article and write a letter of appreciation to the Butterick Publishing Company, Butterick Building, New York City, testifying to his willingness to make the mail have never order embargo popular. Do it now.

Whe

salt paigi make all dis tailers

> tisements I Fels-N

the retail g always cu never fail

# would YOU do?

Supposing you published a great woman's magazine that was read each month in millions of homes—in the best homes in your city.

Supposing the big mail order houses came to you and said, "We will pay you hundreds of thousands of dollars a year if you will print our advertisements."

You knew, of course, that every one of these advertisements would take millions of dollars away from the retail merchants in the country. But you also knew that other woman's magazines were accepting this type of advertising.

What would you do?

That's the situation The Delineator is constantly facing. But The Delineator's answer is this:—"We do not accept or publish the advertising of the big catalogue houses. We believe in the retail merchant—that people should spend their money at home where it will work for them and the community at large. We believe the retail merchant is not only a necessity but a convenience to his community."

That is why you will find no advertising of the big mail order houses in any issue of The Delineator. It does not accept their cut-rate appeals or special bargain hardware offers. It sends its readers to you—to buy.

What do you think of this policy? Other magazines are constantly publishing this advertising. Should we?

Write us. Tell us what you think. And if you are doing something to help keep business at home, tell us. We'd like to hear from you—and your letter will, of course, be treated as confidential. Address it to H. S. Lines, Butterick Building, New York City.

# The DELINEATOR



## A Dandy Gift for All Seasons

Here's a classy, serviceable tool for scouts, campers, motorists, etc. Within the reach of every boy's pocketbook, hence easy to sell! Makes a wonderful gift for both boys and men.

## Tools You Can Sell With Confidence

All Crecoite Tools have the Grady Wedge, which eliminates loose handles. If the wood shrinks simply tap the wedge deeper.



Pronounced CRE-CO-ITE

Every dealer can increase his patronage and profits with the Crecoite line of tools. Here is the unusual combination of quality and price that everyone is seeking but seldom finds. Camp axes, boys' and men's axes, hatchets and hammers.

If your jobber can't supply you, write today for further information and catalog G

Marion Tool Works, Inc.
Marion Indiana

# A good book on retailing

Every hardware merchant should, now and then, get a look at his profession from the general and theoretic standpoint. It is easy to get so occupied by the daily cares of the hardware store that some of the general problems of retailing are lost sight of.

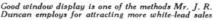
The hardware merchant who wants his viewpoint broadened will find the recently published book—"Principles and Methods of Retailing"—valuable. It is written by James H. Greene, Ph. D., instructor of the School of Business Administration, at the University of Pittsburgh.

Professor Greene gives us a practical book presenting a wellorganized treatment of the principles and methods of selecting a retail business location; determining prices; buying, marketing goods; receiving publicity; extending retail credits; making collections; giving customers good service training employees. The book offers a valuable survey of the entire problem of retail store management.

"Principles and Methods of Retailing" will be found valuable to anyone interested in the general problem of retailing. It is published by the McGraw-Hill Company, 370-7th Avenue, New York City. The price is \$2.50.

See Pages 9-18.







# "Our Dutch Boy sales jump higher every year

# — and Mr. Duncan adds, "That's because we don't merely carry white-lead—we sell it!"

IN the latter part of 1919, Mr. J. R. Duncan bought out a Jeannette, Pa., hardware store. Prior to Mr. Duncan's ownership, this store had never sold annually over 3,000 lbs. of Dutch Boy Whitelead. Yet the very first year, 1920, Mr. Duncan sold 4,650 lbs. He pushed his Dutch Boy sales to 12,050 lbs. in 1921. Still he wasn't satisfied. By the end of 1923 his annual sales of this widely used paint product were 20,000 lbs.

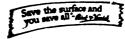
Mr. Duncan might have been contented with the thought that he had reached the limit of his whitelead sales. But increasing his Dutch Boy sales seven times in four years only acted as an incentive for greater selling effort. As a result, up to June, 1924, he sold 31,525 lbs. of Dutch Boy, beating his last year's record by 11,525 lbs. in only five months' time.

Ask Mr. Duncan if he "carries" Dutch Boy white-lead in stock, and he'll quickly reply, "I sell it!" His attractive Dutch Boy windows tell you that. The minute you walk into his store you'll see Dutch Boy well displayed. Nor does Mr. Dun-

can lose an opportunity to use his personal selling ability in order to keep his Dutch Boy sales record growing.

Merchants in all parts of the country refuse, like Mr. Duncan, to consider a Dutch Boy sales record as a sales limit. And each year their profits on Dutch Boy grow bigger.

We're willing to work with any merchant for greater white-lead sales. New window displays are ready for you. Newspaper cuts, movie slides and other helps, prepared by experts, are yours for the asking. Just tell the Dutch Boy salesman what you can use, or write us direct.



#### NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 West 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; Ban Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street



Cardboard forms placed in the bottom of paper bags in which nails are sold prevent the points of the nails coming through

# To prevent nails tearing bag

Many a nail customer has left a hardware store with the unpleasant sensation of feeling the points of nails sticking through the paper bag in which they were sold.

Evans Leary, a Western dealer, has a simple idea which does away with this annoyance. In the bottom of each bag, he places a little cardboard form—oblong, with squares cut out at the four corners. The four sides of this form fold up in box fashion and the cardboard is pushed down into the bag. The extra thickness of the cardboard prevents the points of the nails, when placed in the bag, coming through.

# How to color your lights for Christmas

The glow of colored lights adds a Christmasy touch to any store. It's a simple matter to color ordinary electric light bulbs. Use thin white shellac with alcohol, to which solution red or green Easter egg dye has been added. The lights should be dipped in the mixture and allowed to dry. After Christmas the coloring matter may be washed off by using alcohol for the purpose.

# Answer to November's cross-word puzzle



# No show-card writing article this month

Because The Editors have crowded this issue of Good Hardware with so many Christmas ideas it has been found necessary to omit the monthly lesson on show-card writing. This feature will, however, appear in the January issue.

# Good THE NATION MAGAZINE OF THAT HARDWARE TRACE THE NATIONAL HARDWARE TRADE THE HIDDARY DE JANUARY JAN 12 192 RB. FUTLES.





Most important of all, we announce a new shell designed especially for loads beyond standard maximum. shell will be branded "High Velocity," packed in a distinctive box and case, and is our answer to the shooter's call for an extremely high-velocity, longer-range, harderhitting load. This shell will have a higher brass cup than is used on our Target shell, and will be loaded with DuPont Oval or powder of similar character, fully branded, in 12, 16, and 20 gauges, and will be supplied with chilled shot only. (See your jobber for load specifications.)

With these changes we are placing dealers selling Peters shells in a dominating position. They can supply every requirement of the shooter and still realize a much quicker turnover on their stock of loaded shells, owing to this standardization and extreme simplification of the ( line. Our line for 1915 is as follows:

REFEREE: Loaded with Semi-Smokeless powder—a load KEFEREE: Loaded with Semi-Smokeless powder—a load superior in all respects to black powder, but selling at the same price as black powder loads.
VICTOR: A low-priced smokeless shell of unusually high quality

in materials and construction, assuring most satisfactory

shooting results.

TARGET: Embodying all of Peters superior features, such as "steel where steel belongs," rivet battery cup, etc., supplied in both bulk and dense standard load combinations.

HIGH VELOCITY: A new shell and the only shell built especially for the new high velocity progressive burning shot gun powders. This shell will be unequalled by any now on the market for high velocity, long-range, hard-hitting results.

Be sure to have a talk with the next Peters jobber's salesman who calls. The (P) line will be extensively advertised to consumers, and you as a dealer will now be in a position to carry in stock comparatively few loads to meet all demands, as this plan is a great step forward towards standardization, simplification and reduction of unnecessary stocks, yet you will be able to give the shooter just what he wants in the superior Peters product.

THE PETERS CARTRIDGE COMPANY Dept. A-36-CINCINNATI, OHIO New York San Francisco





# Chat with me awhile

# About New Year's, our birthday and a few other things

WE are a little late in wishing you a Happy and Prosperous New Year. But our feeling is none the less hearty and genuine for that.

Here's hoping your volume goes up and your overhead down and that you go through the year of 1925 with a substantial reward for the effort that you put into your business.

Along with New Year's we are celebrating our fifth anniversary. With this issue Good HARDWARE enters into its sixth year.

Do you remember your first year in business? Plenty of dark days in it, I'll bet.

I remember ours all right. We put Good Hardware on the map in just one year, but it meant a lot of hard work, sixteen hours a day, and there were some days

when the sun didn't shine very brightly.

We had started out to do a big job in the hardware field and the fact that our income some months during the first year ran \$6,000 or \$7,000 behind our expenses didn't worry us so much after all. We knew we were on the right track and pretty soon Good Hardware began to pay its own way and then to produce a fair return upon the money we had invested in it.

For a long time now Good HARDWARE has been an important factor in the hardware business and it becomes more important as each year rolls by.

You can imagine how it warms the cockles of our hearts to have had a hand in building a

magazine that is now read in more hardware stores than any magazine published.

I am told that a Chinaman reverses the usual process on his birthday. He gives presents to his friends and relatives instead of

their giving to him.

This looks like a sensible idea. So on our birthday we are putting you down for another year's subscription to Good Hardware with our compliments. We hope to continue sending it to you as long as you are in the hardware business.

Those of us on the staff of GOOD HARDWARE feel pretty good, of course, to see what has been accomplished.

But we know that only part of it is due to our own efforts. Why shouldn't we succeed when we had the able guidance of one of the oldest and biggest publishing

### We Sent It Back

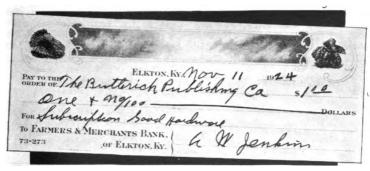
Here's a check we recently received and sent back. Don't send us any money for Good Hardware. We send it to you with our compliments because it actually costs less than to sell you a subscription. It's a long story, but take our word for it.

houses in the country? Good HARDWARE is only five years old, but its parent, The Butterick Publishing Company, has been in business for more than half a century.

For sixty years The Butterick Publishing Company has been building up one of the most remarkable selling organizations in the world.

Our magazines and merchandise are sold in more than 15,000 retail stores alone, for we are not only publishers of famous magazines— The Delineator, The Designer, Everybody's Magazine, Butterick Quarterlies, Good HARDWARE and The Progressive Grocer—but we are also manufacturers of patterns on which we have selling problems the same as the manufacturer of hammers or electrical appliances. We ourselves invented the pattern -and Butterick patterns today can be purchased in every corner of the globe.

Think of this background of publishing and selling experience, then remember that practically every man on the staff of Good Hardware has put in his time behind the counter, and it is not surprising that we should make "Better Selling Methods" the main plank in our editorial platform. (over)



Selling ideas are what live merchants are looking for and they tell us they certainly find them in GOOD HARDWARE.

No matter how many good resolutions you have made for

the year, let me suggest another:
"I will go through the advertising
pages of Good Hardware carefully.
I will answer the advertisements

that interest me. And I will always mention Good HARDWARE in writing to advertisers."

That's a pretty good resolution and an easy one to live up to. It will mean more business for you and more in the long run for us, and an even better magazine in 1925

zine in 1925 than in 1924.

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Issued Monthly by

## TRADE DIVISION—THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

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EDMUND CARRINGTON, Western Manager
J. A. TOWNSEND, Pacific Coast Manager

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# Good REGISTERED U. S. PAT. OFF. Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI

January, 1925

No. 4

#### RING OUT THE OLD

The year 1924 is a closed book. The race has been run. The sales have all been made—so have the mistakes.

But the inventory has yet to be taken. The bills receivable remain to be totaled, also the bills payable. It is the serious business of January to make up the profit and loss statement. If it does not show as much profit for 1924 as you would like, rest in the consolation that hundreds of other business men are in your same plight.

#### GRING IN THE NEW

The year 1925 is full of promise for the hardware world. On all sides they tell us prosperity is with us and that it rests on a solid foundation.

The steel mills—the barometers of industry—are struggling with unfilled orders. Farm products prices are enjoying a muchneeded increase. The stock market has had an unprecedented boom. There is little unemployment.

On every side there is a spirit of optimism. It has already made itself felt in increased sales.

Because of these healthy conditions it looks as though 1925 will be a good hardware profit year.

#### GAMBLING IS NOT BUSINESS

It was one of the philosophers who said, "Prosperity lets go the bridle." When prospects look good the buyer runs to cover expecting an advance in prices. Orders accumulate. Prices become inflated. We experience a boom—forgetting that every boom has a reaction.

Under the present circumstances, the wise merchant will play the game carefully. He should anticipate his 1925 wants and place liberal orders. Of late there has been a tendency to hold up orders—and a little too much hand-to-mouth buying of seasonable goods.

But this is no time for speculation. If you buy a lot of goods in the flush of prosperity on the expectation of a price advance, you are not running a hardware store—you are running a gambling joint.

## GUP AND DOWN PRICES

We don't know whether prices are going up in 1925 or not. We

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will let the prophets advise you on that point. We do know, however, that the very day the wholesale price goes up, you should raise your retail price. Don't wait until you make a purchase at the new price, but raise the price on the goods in stock the very day the market advances.

Modern merchants follow the market day by day, whether up or down. It is a dangerous business to lag three or four months behind. By following the market your prices are always in line, and in the long run the gains offset the losses. Unless you go up with the market you cannot come down with it.

#### A QUESTION FOR THE STOVE LEAGUE

Since election, the value of American securities has increased more than a billion dollars. Many fortunes have been made.

If you have 10 shares of Podunk Company stock, for which you paid \$1,000, that stock may be worth \$1,100 today. If you sell

it, you make a profit of \$100. But where did your \$100 come from? Who earned it? Who lost it? What service did you render for it? If you are not entitled to it, who is?

These are nice questions for the stove league to settle this Winter. If you want to hear a lively discussion, just present these questions. There will be as many answers as there are members in your local stove league.

## CONVENTIONS

Every wide-awake merchant can learn a lot by associating with other merchants. That's why conventions are so important.

During the next two months many State Associations are going to hold their annual conventions. Don't think you are too busy to attend them. A few days and a few dollars spent in mingling with other merchants who have the same problems as you have—and in listening to some good speeches—will come back to you many times during the coming year.

## What a traveling salesman observes

Pittsburgh, Pa., Nov. 23, 1924.

Editor, Good HARDWARE:

Your little magazine is very much enjoyed by the writer, who joins his opinion with the many dealers he calls on by saying that it is the best hardware magazine that finds its way into the hands of the retailer, inasmuch as it provides interesting as well as profitable reading matter to them.

JNO. N. SOMMEN, Traveling Salesman.

# The next time you hire a man consider these things

No business, large or small, is better than the men in it. How to pick the right kind of helpers is told in this article

## By Edward S. Jones, Ph.D.

of the University of Buffalo

You can measure poultry wire with a yardstick, but in hiring an employee how can you measure his future worth? Psychologists have been giving a lot of study to this problem. Some of the large department stores other business concerns have learned to measure a man's ability before they hire him, and thereby save a lot of grief. Professor Edward S. Jones, the author of this article, has had much experience along this line. He here gives some suggestions in hiring hardware salesmen. Even though you will not want to give your pros-pective employees "men-tal tests," you will at least find Professor Jones's reinteresting marks helpful.

A GREAT deal of your success depends upon the kind of employees you have.

It takes time to build an organization—and if you want to build a good one, you must start by employing the right kind of men. Good Hardware has asked me to outline some of the practical psychological principles that might well be taken into consideration in hiring salesmen.

There are two variable characteristics in every salesman:

(1) Intelligence.

(2) Personality.

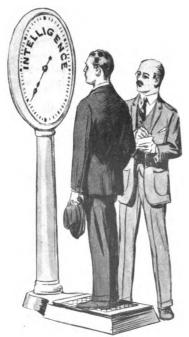
In the successful hardware salesman they must both be pres-



ent. These two characteristics vary in different men—all the way from zero to 100%. Now, in hiring salesmen the trick is to get men with both of them present to a satisfactory degree.

First, let us consider intelligence. A man's intelligence is his capacity to accomplish difficult mental tasks. The hardware clerk, above all, must be intelligent. He must know something about electricity, volts, water pressure, paints, chemicals and hundreds of other technical and general matters.

He must be able to grasp the sales points of new devices and be able to demonstrate them. He



In hiring a clerk, weigh your man's intelligence. Is he mentally alert with a fund of trade information?

Can he grasp sales points?

must have a store of general trade information. It takes a pretty high degree of intelligence to pile up the vast amount of information confronting the hardware salesman, and to use that information properly at the crucial time.

To get a line on a man's intelligence is fairly easy. Generally, the record a man made in high school or college is somewhat of an index to his intelligence. In some large industries and department stores they ascertain a candidate's intelligence by asking a series of questions and giving the candidate some mental tasks to perform, but I do not believe these mental tests are yet practical for the average hardware store. However, if you are interested in intelligence tests, you can get a good assortment from the World Book Company, of Yonkers, New York.

### Personality important

We now come to the second major consideration—personality. Personality is even more important to efficient selling than intelligence. Experiments at the Carnegie Institute of Technology have indicated that in several lines of selling and in different groups of salesmen the most intelligent men were not necessarily the best salesmen.

A man may be at the head of his college class, yet fail utterly as a hardware salesman—because of shortcomings of personality. Hardware may be an exception to the rule, but I doubt it. Why do I walk out of one store without a purchase and

then go right into another store and buy a vacuum cleaner? Not so much because the second clerk knows much more about cleaners than the first, but because he is reliable, tenacious and likable—in short, he has a good personality.

Measuring personality is difficult for two reasons. In the first place, no two men will agree exactly on the meaning of the term. When one man talks about a strong personality he refers to the kind of man who attracts others to him. Another man uses the term when describing an honest man, with character.

The only solution to this difficulty seems to be to consider personality as a sort of average of several traits, or as a product of many dimensions. The much discussed four - dimensional space has nothing on personality.

The second difficulty is that the various traits, or dimensions, that go to make up personality are so dependent on social life that it is hard to arrange laboratory tests. Take the matter of reliability. You cannot measure this properly until you put a man in a position where he is tempted, perhaps, several times. That takes time to test out.

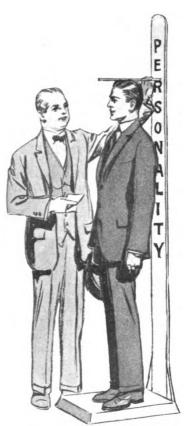
### Some positive tests

But there are some useful positive tests of personality that may be considered by any employer interested in hiring new assistants or in offering new responsibilities to old ones. They have been successfully

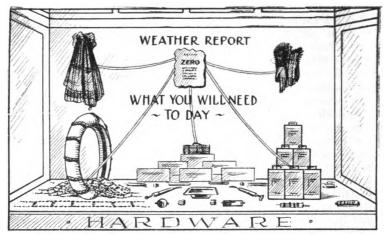
used by applied psychologists and may serve as aids for any business employer.

No man can possibly stand at 100% in all traits of his personality. The question is whether he is at least average in the essential ones? Does he balance up well, all things considered? Or is he strong in some traits, but too weak in others?

(CONTINUED ON PAGE 56)



In sizing up a candidate for a job, measure his personality. Is he aggressive? Has he control of temper? Will he stick to a hard job?



From the weather report, clipped from the daily paper, ribbon streamers indicate which accessory items should most interest the motorist

# Posts weather report in his window

An Iowa hardware dealer, in a special effort to increase his sale of accessories, hit upon a clever plan. Knowing that a great many people, on picking up the daily paper, glance first at the weather news, he tore out of his morning paper the day's weather report and pasted it on the inside of the window which he was about to decorate. The forecast that day was for ice and snow. So in arranging his window, he featured chains and a few other accessories which he knew from experience ought to sell best on such a day.

Above the clipping he printed "Weather Report," to get people to stop at the window. Underneath the clipping, he printed "What You Will Need Today." Then from the clip-

ping he ran streamers to the pile of chains and to certain other articles he felt should sell best that day.

The plan worked so well that he kept it up for a week, changing the weather report daily and featuring gloves, robes, antifreezing solution and a variety of accessories most salable in the cold weather that continued throughout the week.

This dealer is planning that when the warm weather returns he will try the same plan again, featuring automobile picnic sets, and other accessories best suited to that time of the year.

The best merchants in every State of the Union read GOOD HARDWARE.

The secret of Walmer's paint success is that his stock is just big enough to turn rapidly; as a result his customers always get paint that is fresh and less capital is tied up



# Walmer turned his paint stock 17 times in eight months

Retail practices that put this Pennsylvania dealer very much on the map

## By Milton J. Phillips

SPEAKING of record turnovers in paint and glass, the Charles W. Walmer Hardware Company, of Wilkinsburg, Pennsylvania, turned its paint stock 17 times in the first eight months of 1924 and turned its glass stock eight times in the same length of time.

During this period, the firm's volume of business steadily increased, month by month, despite the depression.

Walmer attributes his success with paint and varnish to the fact that he sells no cans that have been on his shelves for several weeks, or longer. Few customers, he maintains, know how to stir to a proper consistency paint which has settled to the bottom. The consequence is that results are usually unsatisfactory and the brand of paint sold gets a black eye.

"My business and that of the paint company both suffer if the paint I sell is not right when used," says Walmer.

Although he has less than \$2,000 invested in paint stock, his total sales, according to his books, run into several thousand dollars. What he saves from

cutting out depreciation and on invested capital and store equipment, more than makes up the extra shipping costs due to frequent deliveries from factory or jobber.

Other benefits are obvious. The big one, that which puts across an increasing volume of business without an appreciable addition to overhead charges, is the fact, in his opinion, that he can guarantee absolutely fresh goods of a nationally-known brand to every buyer of paint.

## Needs continuous watching

How does he avoid having cans of obsolete colors, otherwise known as stickers, cluttering his shelves? "I have found out that it requires eternal watching," says Walmer. "I take careful note of the colors that move and those that are slow. In this way, I get a pretty good line on what to buy generously and what to touch very

gingerly, although, of course, I carry all the colors on the paint card.

"I am speaking of paints. chiefly. Ι have arrangement with the manufacturer to take back cans that will not sell, but I do not remember that I have asked him to take a can back in years. But before I would let a can that didn't sell take up shelf room and look I would deliberately untidy. throw it out. It would pay bigger dividends by being out of the way of something that would move."

The fact that he is able to get daily shipments obviates the danger of accumulating old stock. Walmer is virtually taking orders that he fills the same day or the next with fresh stock. And customers are coming to him in an ever-increasing number.

He sums up his store policies briefly:



This Pennsylvania store is laid out methodically in aisles.

The customer finds it easy to examine goods



Walmer triples his window display space by using three tiers for displaying goods. Brilliant lighting makes his store-front blaze out at night

"I have learned my lesson after 20 years' experience. Henceforth, we shall reduce our stock of all lines that deteriorate by standing; order oftener; from the jobber or manufacturer, preferably the latter; give better satisfaction to our trade; cut overhead and be away ahead in the end.

## If overhead is reduced

"Cut overhead and you have money for something else; possibly price concessions to quantity buyers. Quantity sales give a chance to do quantity buying, which isn't new, except to dealers like ourselves in small communities with nearby and outlying rich districts that can be reached with present delivery equipment, without an appreciable increase in the service."

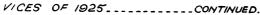
Walmer's business has been built in a community of 25,000,

with 25,000 additional customerprospects living near at hand. The city of Pittsburgh, with its large stores and multiform competition, is nearby, but many people shop at Walmer's instead of in the big city.

An outstanding factor in the growth of this business is the way in which the district served by the store is constantly extended. In Walmer's opinion, there is grave danger of retail business reaching a point of saturation. It is his set policy to keep ahead of the buying power of his district by systematically enlarging the dis-It requires longer delivery hauls, smaller profits, the constant use of gray matter and a good pencil, but he is certain it can be done, and admits that it is largely a matter of foresight, faith and hustle.

(CONTINUED ON PAGE 100)







#### HARDWARE CONTRASTS!





This gown, trimmed with hardware, won first prize

# Hardware dress wins prize

Hardware has entered the realms of fashion.

At the costume ball held annually by the New York Advertising Club, Mrs. Christine Frederick, home economies authority, was awarded first prize for the costume shown in the photograph above.

As any good hardware retailer will note by a careful examination of the picture, Mrs. Fredericks' dress trimmings, bracelets, rings and headgear

were nothing more nor less than aluminum kitchenware.

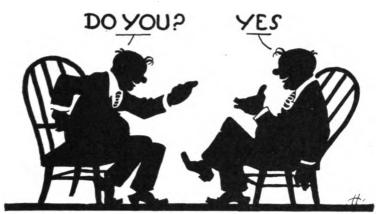
# Runs clean-out sale after inventory

"When we take stock at the end of January," says the manager of a firm of San Francisco. California. merchants. "the inventory teams indicate on their stock sheets, in a special column set aside for that purpose, all items which are overstocked, slightly damaged, undesirable or that we wish to dis-Lists of all these continue. goods are carefully compiled by the managers of the various departments, and immediately after stock-taking we conduct our 'After Inventory Stock Adjusting Sale.'

## Price reduced

"During the sale, all prices on this merchandise are reduced in cost all the way from 25% to 50% below the customary prices we charge. In order to still further stimulate the desire to buy, we call the attention of the public to our wares by advertising in all the daily newspapers, as well as by pamphlets placed in all outgoing packages wrapped for customers and also all those sent out by delivery; outgoing mail gets inclosures, too.

"This, we have proved to our satisfaction, serves to stimulate business to a very marked degree for the greater part of the month of February, which we have every reason to believe would otherwise be a comparatively quiet month."



Once in awhile every hardware merchant should ask himself a few questions and answer them honestly

# Start the New Year right—take an inventory of yourself

How do you stand as a business man in your community?

HE poet hit the nail on the head with a claw-hammer when he made that famous little remark about seeing ourselves as others see us.

Once in a while every hardware dealer, every merchant, every business man, should analyze himself. He should dig out the old yard-stick and figure out how he and his business measure up in the community. He should ask himself a few important questions and answer them honestly.

The best of all times to check up on these things is now, because the New Year marks another milestone in Life. From this milestone one road leads onward and upward to bigger things; the other slips downhill to failure.

Take a personal inventory of vourself!

A personal inventory is a splendid thing. It may not tell you how much stock you have on the shelves of your store, but it should tell you how much stock the people in your community are taking of you. A personal inventory will not show you the way you stand at the bank, but it will show you the way you stand with your customers.

Tonight, when you go home-

when the rest of the family are asleep—when the house is quiet and still—pull up the big armchair in front of the crackling fire; stretch your slippered feet toward the blaze; light up your favorite brand of cigar—and go to it.

Take a personal inventory!
In the silence of the night, imagine yourself on a hill-top with the stars above you; a hill-top from which you can look back over the mistakes of 1924 or can look forward into the faint fresh flush of a new day just beginning in the East.

Are you one of those merchants who have done a lot of calamity howling and crying during the past year because you believed that a good deal of the hardware business was being torn from the grasp of the hardware store and going elsewhere? If this has been your attitude, right about face! Let a cheerful smile stretch back your mouth until the corners hit your ears. Decide that henceforth you will be an apostle of optimism, good cheer and sunshine.

### Go after business

Suppose some of the hardware business has left the hardware store: what are you going to do about it? Crying never mopped up spilled milk and the thing to do is to make a noise like a man going out after business. Rustle and bustle. Ways in which you can keep the hardware trade from slipping are described in this issue of Good Hardware. The same subject was also discussed last month.

This brings us to another question. Are you keeping up with the times, up with the procession? Your customers will be the first ones to notice it, if you are not. Is your store alive and modern? Are you reading and making the most of your trade papers? Do you read the advertising pages?

## Be informed

Read your trade magazines. Visit the stores of other hardware dealers. Know what is going on in the trade and get acquainted with all the great forward-looking movements have been and are taking place in the industry of which you are a part. Do not be satisfied with getting this information for yourself, alone; pass it along to your clerks. Give them an opportunity to vision more widely—an opportunity to survey the trade as a whole and to make comparisons.

You know what you took out of your business during 1924: how much did you put in it? Did you give it your whole self, your enthusiasm, your faith, your energy, your belief in its prosperity, your confidence?

What kind of service are you offering customers? Do they have to wait five or 10 minutes before your clerks can find the time to attend to them? Is your stock complete so that your trade finds what it wants without moving on elsewhere? Do purchasers buy to the limit of their capacity? Are they urged to do so? Do customers believe in your goods and what you say

(CONTINUED ON PAGE 68)

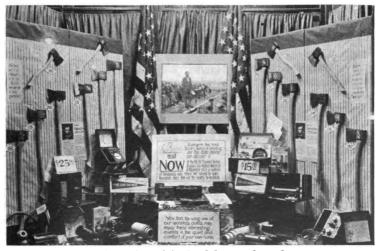


The background suggests cold; the stoves, warmth

# Trims for January and February

You can almost feel the cold in the window at the top of this page, designed and installed by J. Walter Johnson, of Powers', Portland, Oregon. The background emphasizes zero weather and the stoves suggest the warmth and comfort to be had at the fireside.

The trim shown below is a good February feature. A print of Lincoln, delivering his Gettysburg address, was placed in the center of the window, and round about were grouped radio sets of various prices. The large sign, directly under the picture of Lincoln, called attention to the fact that today radio brings the addresses of presidents within the reach of all who care to invest in a set.



Linking Lincoln's birthday with radio

# Spends more for newspaper ads than any other hardware store

The Stebbins Hardware Company claims this record and tells what makes its copy pull so well

### By H. S. McCauley

Every hardware merchant should read this article!

Mr. McCauley has picked out a store that claims to spend more for daily newspaper advertising than any other retail hardware firm in the United States.

He takes you behind the scenes, he shows you how and why this concern has satisfied customers, and he drives home some of the lessons the Stebbins Company has learned in connection with making advertising copy pull.

T O ask the Stebbins Hardware Company of 15-17 West Van Buren Street, Chicago, if newspaper advertising is profitable, would be propounding Foolish Question No. 4,673,921.

Chicago newspapers charge from \$800 to \$1,500 a page and the Stebbins store uses pages often enough to convince anyone that the firm is not doing so for amusement.

"As a rule, we feature in our advertising only fast-moving ar-

ticles," says L. W. Robinson, advertising manager.

"We have found by experiment that certain goods such as pocketknives, pliers, hatchets, razors and hand drills can be sold at any time of the year and, apparently, in any quantity if well advertised.

#### Continuous demand

"There is a large class of hardware goods of which a man will buy more than one article, and all you have to do is to keep offering the same thing over and over again, merely changing the physical make-up of the ad. The fellow who bought from you a couple of months ago will be attracted by your new ad and purchase another size or style today.

"Certain other articles, however, such as water heaters, coal shovels or piping, cannot be forced on the public by advertising. No one will buy them unless there exists an actual need for them. So we seldom give a large amount of space in our newspaper advertisements to items of this class.



By means of felt-covered sample boards, a customer is shown all the sizes and varieties of the article he wants

"If we can get the people into our store by offering goods of the first class mentioned, we know they will come again when they need merchandise of the latter kind.

"The utmost care is given both to the preparation of our publicity and to checking the results. We never run a page ad. without taking inventory, on the day before it is printed, of all the articles featured. And seldom do we fail to clean out a majority of the items within a few days after the advertisement appears.

"In fact, the turnover in many lines is considerably more than ten times a year, due to our newspaper advertising and to the fact that we buy closely.

"There is one item in particular, a certain make of drill, which seems to sell on the slightest excuse. Several times I have thought seriously of starting an investigation to learn what becomes of all these drills we move. By rights, our trade ought to be saturated with them, but every time we feature this item in an advertisement, we sell several hundred."

The Stebbins hardware page advertisements are described by Mr. Robinson as "a cross between a department store ad and a mail-order catalog page."

They are department store size, but their resemblance to mail-order catalog make-up is most striking. Mr. Robinson declares that, after many experiments and much investigation, he decided that the mail-order people had evolved the best style of make-up for hardware advertising in which many items were to be offered.

"You will note that every item in our advertisements is illustrated," he said, "and that every one has a little caption



In small ads, the merchandise offered for sale is pictured and the price is prominently displayed

giving its name. This is absolutely necessary, because so many people don't know the

name of what they want, or even what it looks like. This plan makes it easy for them to choose.

"The mail-order people describe their items rather fully. We must use less copy per item, because the newspapers will not be kept around for reference like a mail-order catalog.

#### Use mail-order model

"Of course, we use large headlines at the top of the page where mail-order advertisers do not, and we print the prices in large type, as is required by the nature of newspaper advertising. But all in all, our large advertisements are modeled closely after the mail-order make-up, and I am convinced that other hardware dealers who follow this system will find results improving."

Mr. Robinson states his Company has found that when small advertisements are employed they have to be inserted con-



A Christmas ad used by The Stebbins Company. Note how, by layout, pictures and prices, it builds its large-sized advertisements like a mail-order catalog page

# Rules the Stebbins Company has found effective in advertising

- Feature fast-moving items. Such goods as pocket-knives, pliers or razors always sell well.
- 2. Copy the mail-order style of make-up.
- 3. Illustrate each item advertised.
- Put a caption under each illustration. Many people don't know the name of what they want or what it looks like.
- 5. Display the price in large type.
- 6. Tie up your local advertising with nationally advertised goods.
- 7. Don't overcharge.

stantly to attain results. When whole pages are used, however, it is possible to print them only occasionally and still have good business.

The Stebbins store finds Thursday or Monday the best days for page copy, but this element of time undoubtedly would vary in other cities.

Referring to the advertising problems of dealers in the smaller towns, Mr. Robinson asserts that "the only way to determine the best space to use is to try out everything and see what produces the most business. Conditions vary so that a Chicago dealer cannot safely advise a retailer in a smaller community. The only principle that is basic is: Tie up your local advertising with nationally advertised goods, and don't overcharge."

By carrying only lines of well-known and standard quality, the Stebbins Company is able to guarantee absolute satisfaction to every customer.

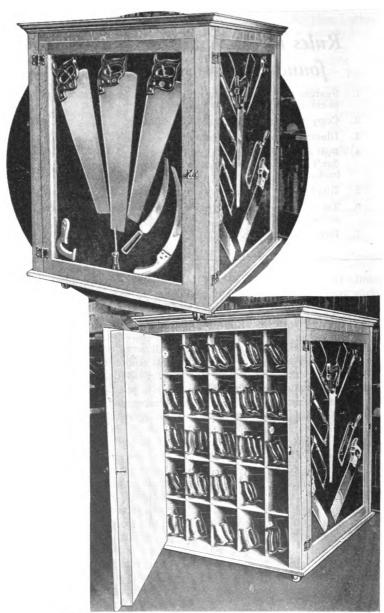
The spirit which animates this store in standing back of its merchandise is illustrated by the following incident:

Mrs. Addie Branting of Englewood tilted her chin defiantly as she put the package down on the counter of the returned goods department.

"There," she said, with just a touch of hardness in her voice, "this electric iron I bought here is no good, and I want another one, or any money back."

"Certainly, madam," began the adjustment clerk with a smile, but his pleasant look faded somewhat as he unwrapped the paper and saw an extremely battered iron whose chief points of distinction seemed to be rust on the bottom and a thick scum of grease over the upper parts. Clearly the iron was more than a year old, and he knew for a

(CONTINUED ON PAGE 74)



This floor case holds a varied stock of saws inside and provides display panels, under glass, on the outside. Two opposite sides of the case have hinged display doors, with a set of pigeon-holes back of each for the saws

# Stock of saws kept in floor case

Instead of having its saws in drawers or in a cabinet where all of them are exposed, one hardware store uses a specially built floor display cabinet like the one shown on the opposite page.

Three sides of the cabinet are so constructed as to display saws of various sorts, and the fourth side rests against the wall.

One side of the cabinet is fitted with a shallow case with glass front; the other two have not only the glass-fronted display cases, but doors that open into the cabinet where the saw stock is carried in pigeon-holes that hold the saws in horizontal position.

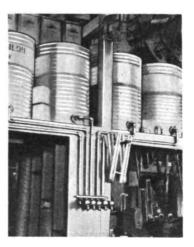
The saws in each of the two sets of pigeon-holes rest end to end.

## Each pigeon-hole tagged

A stock tag is fastened to each pigeon-hole to enable the salesman to quickly get the right saw and the facts about it without the necessity of marking all the information on each saw in that pigeon-hole.

Displays in the doors attract attention and the tight doors keep the stock clean and dry.

GOOD HARDWARE gives you an intimate close-up on retail problems.



Filling all orders for oil at one handy spot is a great convenience to this dealer

# This idea saves steps in selling oils

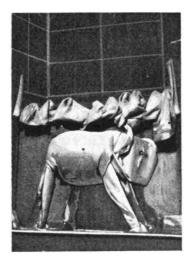
The hardware man who devised this convenient oil-selling arrangement used to take many steps to fill orders for lubricating oils.

Now he fills all orders at one spot, and that spot is handy to one of his aisles. He placed the necessary oil drums on an elevated ledge and ran pipes from them to a point below.

To each pipe he attached a faucet of the kind used on the drums.

Under the series of faucets there is a baking pan to catch the drippings.

Since this arrangement has been installed this dealer reports that he is able to handle his oil customers much more quickly and yet at a saving of labor.



## Chamois goat used to sell chamois

Chamois is a good seller at this time of the year, but there are few articles in a hardware store that are more difficult to display in an interesting way. Gould & Cutler, Incorporated, of Boston, Massachusetts, solved the problem by using a novelty which attracted a good deal of attention.

With the aid of a few sticks of wood and some chamois, a crude goat was constructed. Two buttons made the eyes, a few lines with a black crayon made the nose and mouth, and some tufts of red hair from a brush made the goatee and the tip of the tail. A small sign, "We Have Your Goat—Buy a Chamois," together with a number of pieces of chamois arranged in the background, completed the display. It was extremely simple, but pulled.

# Saving electricity by poetry

A large Eastern manufacturer had difficulty in getting his employees to turn off the electric lights when not in use. The result was a big electric light bill.

He solved the difficulty by having large tags made up on which was printed the following:

Save the juice, save the juice Turn me out when not in use.

This ditty was soon repeated from one employee to another and became a by-word in the plant. It suggests possible use in the hardware store where there are a number of clerks in various departments in corners in which there are electric lights.

# "A hardware store for ladies"

The Pfeiffer hardware store of Fort Wayne, Indiana, devoted two days to the ladies of the community by making special displays and by quoting reduced prices on merchandise of interest to women.

This firm desired to be known as "A hardware store for ladies" and the merchandise featured included washing machines, ironers, cooking utensils, silverware, furniture polish, wood dye and many other items.

The sales force was instructed to be particularly courteous to women shoppers.



The old Key mansion as it appeared before being converted into a business building

# Former home of Francis Scott Key is now a hardware store

You can buy a saw or hammer in the house where the author of "The Star Spangled Banner" once lived

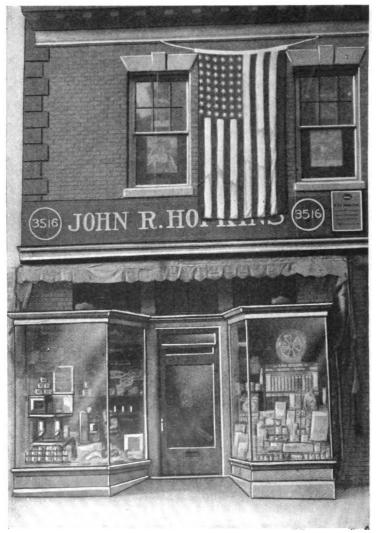
THE famous old Colonial mansion in which Francis Scott Key, author of "The Star Spangled Banner," lived for forty years in Georgetown, a suburb of the city of Washington, is now a retail hardware store.

Several years ago, the old Key residence was remodeled for business purposes and since that time John R. Hopkins, a hardware dealer, has occupied it. To identify this historic spot, a bronze tablet has been erected just above the windows of the store. It reads as follows:

KEY MANSION
The residence of
Francis Scott Key
Author of
The Star Spangled Banner

Key and his family occupied the old mansion from 1803 until the author's death in 1843.

During the war of 1812, while a prisoner on a British ship that was part of a fleet bombarding Fort McHenry, Baltimore, he wrote "The Star Spangled Ban-



A corner of the former Key mansion as it is today. Note the memorial tablet to the right of the store sign

ner," thereby achieving fame. Key died in 1843. After his death the old Georgetown mansion remained in the possession of his family until recently, when it was taken over by the Francis Scott Key Memorial Association. Seven years ago it was converted into a business building and since then it has been occupied by the hardware store of John R. Hopkins.

## Why hardware trade leaves home; how to keep it in the store

What dealers can do to combat the inroads made by competition in other lines

NE of the finest discussions we have read!"

"Your magazine deserves lot of credit!"

Such are the remarks made by dealers on the debate conducted in the pages of GOOD HARDWARE on how to keep hardware business in the hardware store. The interest shown indicates that this subject is a vital one to hardware

dealer, one that is causing him annoyance and taking from him a lot of profit.

GOOD HARDWARE has devoted considerable space to this important problem.

A number of viewpoints have been presented, various phases of the subject covered, and dozens of remedies suggested to help the situation. Some of the best retail minds in the industry have been consulted

While Good HARDWARE hasn't been able to publish anywhere near the total number of

How can we keep the hardware business in the hardware store?

Good Hardware's discussion of this vital problem has aroused widespread interest in the trade.

Here, in this third article, more viewpoints are expressed by actual dealers in their own words.

opinions expressed dealers, yet there been published a great

> many, covering various angles of proposition. and coming from outstandingly successful men in the industry.

An opinion certainly worth your attention on this subject is contributed by E. M. Moore of the Barrett Hardware Company. Toliet. who says:

"We have noticed the remarks of different dealers about keeping the hard-ware business in the hardware store, and we are pleased to give you the following suggestions, as we view the situation:

"In the first place, hardware presents a large enough line for almost every hardware dealer without making it necessary for him to sell jewelry, drugs, and forth. Stick to HARD-WARE!

"We believe it is much better to buy quality goods instead of buying goods to sell at a low price. It is much better to build up a business on quality rather than price, as you never

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through trying to undersell the other fellow. Buy the best and get your hardware store established as one that carries quality hardware, even though you may be accused of being somewhat 'high priced.'

"Keep your stock well assorted. Don't worry about business the 5-and-10 cent stores are getting, nor business that is going to the catalog houses, but go ahead and run your store in a business-like manner and forget your competitors.

## A good team

"Don't forget to sell service with your hardware and throw in plenty of courtesy. We do not believe in salespeople presenting a foolish grin, but a pleasant countenance and word add greatly to the fame of your store.

"Remember that, in speaking to your customer, the completeness of your reply is only one-half of the courtesy required; the manner of your reply, the tone of your voice, is the other half. Always be polite and pleasant, thus making the customer glad he or she called upon you. Call customers by their name—as, 'Mr. Brown,' or 'Mrs. Jones'—

whenever possible. Customers like to be recognized. As a rule, it is not well to call a matured man 'Jim,' although he is commonly called that.

"Employees should realize that your store is judged a great deal by their actions, and the head of the organization wants to fully realize that his clerks should treat customers as the head of the firm treats them.

"Another factor that we think is vital is the approach to customers. Occasionally the approach to a customer is 'Yes. Sir?"—which might be interpreted by the customer as: 'Why don't you tell me what you want?"

"Others approach a customer with, 'Anything you want?' The salespeople should remember that customers would not come into any store if they did not want something. We believe that the approach to customers is a much more important matter than many salespeople realize. Our plan is to always treat a customer just as well as we would treat a guest in our home.

"We thoroughly believe in these policies and we try to carry them out. If any GOOD HARD-



To keep your hardware trade, display your goods. Above is a fine interior display of kitchenware guaranteed to stop women shoppers and loosen their purse strings



Quality goods will help keep the hardware business in the hardware store. The above window features bath fixtures in a way that emphasizes their quality. You can't duplicate any of these quality fixtures in the 5-and-10

ware dealers are in our store at any time, we should be very glad to know what they think of the way our clerks treat callers. We welcome criticism."

E. M. MOORE.

Barrett Hardware Company.

## Roots for salesmanship

Mr. R. C. Wenck, of Kline & Co., Williamsport, Pennsylvania, thinks that salesmanship will go a long way in keeping the hardware business in the hardware store. He observes:

"If you want to know how we keep the hardware trade away from the 5-and-10 cent and department stores, we don't.

"If you want to know how to keep it away from them, I would say, 'By salesmanship.' "The hardware sold by these agencies is sold because it is shown so conveniently to the customer, and the price is cheap. If we could get young men of ambition to learn the business as it was done years ago, we would have little cause for complaint from stores of this character.

"The average man is not going to pay the hardware dealer \$1.50 for a hatchet when he can buy one that looks just as good at some department store for \$1, that is, if the salesman in the hardware store doesn't know anything more about the quality of the tool than the girl in the department store.

"If we will display our goods so that they can help sell them-(CONTINUED ON PAGE 84)

# If you know this trick, you can letter in any style

How to make a complete alphabet from a few sample letters

By L. E. Blair
of the University of Wisconsin

GOOD HARDWARE has had numerous requests for the names of firms selling show-card writers' outfits. We suggest that those interested get in touch with their regular paint jobbers. If the latter cannot supply them, write us and we will forward the names of firms dealing in goods of this kind; but try your own jobber first.

MAKING original alphabets is a good deal like being a detective.

You see some word in a beautiful style of lettering.

You want to copy that style, yet the word in question may have only four letters.

These four letters are your only clues. From them you must reconstruct the other 22 letters of the alphabet.

Recently, I had occasion to turn over a large order for show-cards to a sign shop.

A hand-lettered heading had caught my fancy and I wanted 38

to have the sign painter use the same style of lettering on the cards he was to do for me. In order to get this done I had to draw up a complete alphabet for him to use as a guide.

A young man working with me asked me how I managed, from the five or six letters in the original heading, to reconstruct the entire alphabet in the same style.

In this lesson I shall explain the "how" of the "secret."

The first requirement is to forget that the alphabet is a series of letters and to think of it as a collection of straight and curved lines.

### Building letters

Let us now examine Figure 1. The simplest letter in the alphabet is "I," consisting as it does of a single straight stem. Adding a crossbar at the bottom will make the letter "L." Adding one at the top will make "T"; one at the top and one almost halfway down form "F"; and one more at the bottom forms "E." Two vertical stems and a crossbar form "H." These six letters can be made without using any-



FIGURES 1 to 6, showing ways in which letters of the alphabet separate themselves into family groups

thing but straight lines, either vertical or horizontal in direction. They make up a family group through the very nature of their construction.

Another such group may be made of straight line letters, using nothing but slanted lines —"V," "W" and "X." These are shown in figure 2.

Another and larger family (See Figure 3) may be made by using letters with the straight lines in all three positions, vertical, slanted and horizontal—"N," "M," "Y," "K," "A" and "Z." Horizontal lines are present in only the last two letters.

Rounded letters (Figue 4) should come next and should start with "O," the most rounded letter of all. Naturally, "Q" comes next. By removing the right hand part of the rim of

"O," we may form "C." Adding an upright and a cross stroke we may form "G." An upright, two short horizontal cross strokes, and a semi-circle will form "D." A family of five rounded letters has been assembled now which may be subdivided into three divisions, the first two letters being full ovals or circles, the second two being rounded but open, and the last letter closed.

Another group (Figure 5) may be made of letters with straight and curved strokes adjoining each other. This group would contain the letters "J," "U," "P," "R" and "B."

The only letter left in the alphabet is "S," and it is made entirely of curves. To "S" we may add "&," which is also made up entirely of curves. (Figure 6.)

## 

The reason for grouping these letters in family groups of this sort is that, when you originate an alphabet, with only a few letters of the style you want to use available, you may put the letters you actually have to guide you into their logical groups and proceed to make the others in the group conform to the new style. In this way the whole alphabet may be reconstructed from only a few letters.

For instance, if you saw the word "House," lettered with a full, round "O," and the rest of the letters narrow and slender with the crossbars low in "H" and "E," you would know at once that the entire alphabet could be made over to conform to this style by making the rounded letters large and full, the other letters narrow and slender, and the crossbars low.

This means that the three families of straight line letters would be drawn narrow and condensed in form and the rest full and extended, with the waistline lowered throughout. These changes are shown in Figure 7.

By knowing what deviation there has been made from the normal letters, you are able to classify that deviation and apply it to whatever family it belongs. As a result, you have a new style of alphabet.

Any alphabet may be analyzed in this manner and in most cases you will find that only one or two fundamental changes need to be made with the normal alphabet, and these changes often apply to but one or two family groups. The rest of the letters remain as they were. What appears to be an entirely new alphabet often turns out to be one that is little changed after all.

Let us take another example.

# ABCDEFGHIJKLMNOW PQRSTTUUWXYZ: SALE

FIGURE 8—A few changes in an ordinary alphabet produced this style

## AABBCCCDDIE IFCGGIIHJIKK ILIMMNN(000 PPQR\$\$SSS? T TUUVVVWW¢ XXXXYZ&&%/4 1/23355671/3 88901/2 ROMAN

FIGURE 9—A study of this plate will help you in lettering Roman alphabets

Change the normal alphabet by bowing out the uprights, draw the crossbars somewhat short of the stems of the letters to which they ordinarily are joined, and make the rounded letters triangular in shape instead of round. The alphabet shown in Figure 8 indicates what a transformation these changes make.

So far, we have not studied the Roman alphabet particularly. Now is a good time to do this. Study the letters and caption in Figure 9.

The Roman alphabet has but two differences from plain single stroke letters, namely: the strokes are thick-and-thin, and the free ends of the letters are spurred. (See Figure 10.)

Centuries ago, lettering was done with a reed pen, not unlike

(CONTINUED ON PAGE 70)

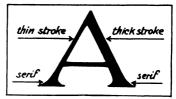


FIGURE 10—The Roman letter has thin and thick strokes with serifs on the end

## Show this to your painter friends

A New Jersey painter does not believe in being idle during the Winter months. He goes out after business, gets it, and thereby helps the merchants from whom he buys. The following is a sample of a letter that he recently sent out that brought good results and kept his gang busy during bad weather. Some of the hardware dealer's painter friends will be interested in this letter:

Dear Sir:

For the past two years I have had a set of men working in Maplewood and South Orange, papering, painting and stippling.

In order to keep my men working during the off season, I am making a special low price for the next three months. If you have any work you wish done, you can effect a considerable saving by having it done now.

I will be pleased to give you an estimate on any work you may have and, as reference, I can give you names of people I have worked for and whom you probably know.

Awaiting your call, I remain Very truly yours, L. DOBRIN.

# Big dollar sign helped sales

After the rush of Christmas buying, January is a popular month for sales.

The most successful sales are the ones which are hooked up to some definite idea. The "Dollar Day" sale idea, while not new, is always a good puller.

The Ogden Hardware Company, of Ashland, Kentucky, featured the Dollar Day sale idea in its window displays with good results. A large dollar sign was cut from thin board and painted red. The word "Day" was in black. Around these cut-outs specials marked at reduced prices were grouped.

This window idea is one that any dealer can adopt.



A Dollar sign cut from thin board called attention to this Dollar Day sale. Around the cut-out were grouped bargains

# How leading firms handle their installment business

Successful merchants tell Good Hard-Ware their actual experiences

THE question of selling hardware on installments is receiving more and more attention from the thoughtful element of the hardware fraternity.

Dealers in competition with specialty shops, department stores and canvassers are beginning to ask how they can keep in the hardware store business that the installment houses are getting.

In the last edition, Good HARDWARE dealt with the subject of "time-payments" from a theoretic standpoint and quoted several business -authorities to the effect that installment selling is in line with both good economics and good business.

In this article you are given some of the practical sides of the problem based on the actual experience of successful merchants.

### To get big volume

If you want to increase your volume, go after installment sales in a big way. Experience indicates that a half-way or half-hearted effort will not prove satisfactory and will result in disappointment.

Make a definite drive for the business and organize to take care of it. For real success, the installment business should be made a feature, and where dealers have handled it in that way the results have been large sales and a good big profit.

The first consideration is the price schedule. It costs more to handle the installment business than the regular open account or cash business and the cost must be covered in the purchase price.

### What one store does

The Rayl Hardware Company of Detroit has been unusually successful with the installment plan. This firm simply adds a sufficient amount to the original price—about \$5 in the case of vacuum cleaners and \$10 in the case of washing machines—to cover the cost of the service.

Goods are not priced on the floor and, when a customer comes in, the salesman usually ascertains, before a price quotation is made, whether the sale will be one for cash or whether on the installment plan, and the price is quoted accordingly. The Rayl people claim it costs them 6% to 10% to handle this type of business and the prices are adjusted accordingly.

Some department stores get around the price stituation by having customers join a "household club." This generally costs from \$3 to \$5 where the credit does not extend over \$100. The customer pays the club fees when making the purchase and

the store thereby collects interest and service charges in advance.

Quite naturally, it requires more capital to handle business this type. For that reason, many firms selling on the installment plan make a connection with a financial house or a bank which makes loans on contracts.

The Imperial

Valley Hardware Company, El Centro, California, operating eight stores, has a long experience in installment selling. Mr. Howard P. Meyer, secretary of the company, summarizes its experience as follows:

"We have always sold household equipment on the installment plan and this branch of our business has increased in the past 10 years. Everything, except regular open 30-day accounts, is sold under a signed lease contract, and all these accounts are carried in a separate ledger from our regular credit accounts. Many of these installment customers also have a regular account. Whenever the credit is to be extended over 60 days, we insist on a lease contract regularly signed up.

"On most of the items sold on this plan, the price is from 7½ to 10% higher than the cash price, and when such is the case,

> no interest charged, providing all payments are made as per contract. also allow 5% discount on the unpaid balance (not delinquent) anv time the customer wants to clean it up. Items on which there is an established price. cash or time, we add interest at

10% per year.
"We have found our in-

stallment business very profitable, and resulting a smaller percentage of loss than on regular accounts. many cases, other creditors pay us off in order to get the equity to help on their accounts. We would not recommend the installment business to any firm. however, unable to finance it itself. Also, it is very important to watch collections closely, especially during the first few months. After that they will almost take care of themselves."

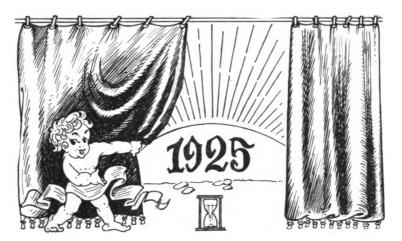
Frequently merchants think installment selling is practical only in large cities. B. Ungrodt, a hardware merchant in Wash-

(CONTINUED ON PAGE 88)

"Not only does installment selling directly increase sales, but it indirectly benefits business because of the frequent contact it makes necessary between buyer and seller.

"Be careful to know a man's credit standing before selling him. And don't pull the high-pressure selling stunt by selling a man or woman who really can't afford to carry the burden even if he or she is honest. As a result of this policy we have surprised ourselves with a successful first year of installment selling."

—B. UNGRODT, Washburn, Wisconsin.



## Tomorrow

By RAY HOPPMAN

Gaze forth on the bright shining sun of Tomorrow,
Think not of the faults and mistakes of the Past,
Nor drink from the gall-flavored goblet of sorrow,
Take one backward look and let that be your last.

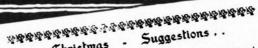
The Old Year has gone and the New is before us, The road to the future is open to you; So mingle your voice with the joy-swelling chorus And heed to the call of the year that is new.

Away with the thoughts and the words pessimistic,
The wrongs of the Past and the things that annoy,
But substitute actions and deeds optimistic
And anchor yourself in the Harbor of Joy.

The Future depends upon striving and trying And doing your best with your own little part, The slogan of all should be "Doing or Dying," Just swing into line with a good running start.

Forget all things past that are bordered with sadness, Retain only that which is wholesome and sweet, Oh! May the New Year be o'erflowing with gladness, A gladdness unstinted, minutely complete.

So keep straight ahead on the new opened highway,
The sunshine is bright and the sky is clear blue,
Retrace not the Past's narrow roughened old byway
But travel the road of the year that is new.



.. Christmas

Air Guns, Aların Clocks, Aluminum Ware, Auto Heaters, Balls and Bats, Ball Gloves, Bill Folds, Chüdren's Auto, Casseroles, Electric Lamps, Electric Lanterns, Enamel Ware, Flash Lights, Irons, Guns, Harps, Iee Skates, Manieur Sets, Percolators, Pocket Knives, Ware, Pliers, Revolvers, Sufety Razors, Seisons, Sheepskin Coatr and Vests, Spotlights, Sleds, Shaving Brushes and Straps, Thermos Luuch Kit', Tool, Game Trap Ingersol Watches, Boy's Wagons See these things in our windows.

Come in and examine the above articles

We offer:

and get our low prices on them all.

BUEHLER HARDWARE <del>丣釬</del>鞤≙≙錽**腤湷湷楟樳媋啓**瞢瞢朁朁朁媋媋媋礷礷咨

## BUEHLER HARDWARE SOUTH SOLON, OHIO

0	, OHIO
Canvas Glove	
Canvas Gloves, medium and Heavy at Jersey Gloves for children, two sizes Grain Scoops, two grades ————————————————————————————————————	
Gloves for all and Heavy	
Grain Second for children two at	144
Grain Scoops, two grades Genuine Coleman Lamps  Electric Hand Lantern (2 dry cell type)  Hot Shoat	200
Coleman I	and 25c
Lamps	\$1.00
Electric Ir	71.00, \$1.75 and acc
Dry Call och (2 dry cell a	\$8 95
Electric Hand Lantern (2 dry cell type)  Dry Cell Batteries  Dietz Lanterns, small size \$1.00; large. Sheepskin Lind Vests with Leather Sleeve	\$1.05, \$1.75 and \$2.10 \$8.25 \$6.50
110t Shots Dietz Lanterns, small size \$1.00; large. Sheepskin Luned Vests with Leather Sleeves Wheepskin Coats	
Sheepskin Lined Vests with Leather Sleeves Sheepskin Coats Western Ammunition 12 gauge Smokeless thot Guns and Pin.	\$3.15
Sheepskin I Small size \$1 00	40
Ur Coate With Leather Ch.	\$2.15
nmunition 19	71.40
not Gune and a gauge Smokel.	\$8.00
Succepskin Coats Western Ammunition 12 gauge Smokeless hot Guns and Rifles—Different makes and trade or sell guns and	\$8.00
trad Different makes	90.00
trade or sell - makes and	d grad
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trade or sell guns and revenue	olvers. will bur

## \$\$ LITTLE CHICK TIME \$\$



We invite you to stop in and see our fine display of We invite you to stop in and see our fine display of CHICKEN BROODERS, OUR NEW INCUBATORS, CHICKEN BROODERS, OUR NEW INCUBATORS, Which will be half the hattle. Come in and ask us for a right this spring, which will be half the hattle. Come in and ask us for a right this spring, which will be half the hattle. So that come from the experiences of real chick raisers. Nothing on the farm that come from the experiences of real chick raisers.

that come from the experiences of real chick raisers. Act this spring and summer will pay you such a profit as the inyestment and work in the poultry yard. Start the profit has such these wints and size mofits will be some assets. right, keep right and nice profits will be your reward.

The BUEHLER HARDWARE



At the top is a Christmas postcard Buehler found profitable. Below are other cards, one on poultry supplies. Buehler also uses newspaper ads and installs window displays the same week postcards are sent out

# Uncle Sam and the local printer help dealer win rural trade

At a cost of two cents per advertisement, Karl R. Buehler reaches out for business over a widely scattered territory

OULD you spend two cents on an advertisement that would make your prospect sit up, take notice and buy?

Let Mr. Karl R. Buehler, hardware dealer of South Solon, Ohio, show you how it's done. He's working his own prospect list with fine results at a total cost of two cents a name.

The town is small and Mr. Buehler must depend on rural customers for much of his business. So he has had to figure out some way of getting farmers to come to his store when in town.

Advertising in the local paper helped some, as the paper was being mailed to many of his scattered prospects; but it didn't seem to bring enough business. Therefore, Mr. Buehler decided to try advertising direct to his prospects, and he worked up a mailing list of about 250 names.

## Mailed every three weeks

"Government postal cards, properly worded and printed, have proved to be the cheapest and best advertising for the money and effort expended," says Mr. Buehler. "We mail them out every three weeks to our trade and we are fortunate in knowing personally nearly every family in our territory.

Of course, we address the cards to the male head of the family when the thing or things we are pushing are of greater interest to him, but we do not hesitate to address his wife when she will be the better prospect of the two. We underscore with ink or make a memo on the margin of the card regarding some one article we know a customer is in need of.

#### How it works

"Our printer gets these cards out for us at a special rate of \$2.50 for printing 250 cards. We furnish the cards. 250 cards pretty well cover the cream of our territory. We run the same ad in our local paper the same week and put the things we are featuring in our windows, or display them prominently in our store, with special price tags attached to them. It helps turn slow stock when you feature a very attractive price on such articles. A stove or washer taken in on a trade needs just such mention.

"The card system we use is not expensive, and for this reason we recommend it to hardware dealers for a tryout. It certainly can do no harm while you are trying it out and the cost of a campaign is insignificant."



## Meet R. B. Fuller, cover artist

To look at the frank, open countenance of R. B. Fuller, the artist who drew this month's Good Hardware cover, one would scarcely believe that he has nursed through life a dark secret. Yet, such is the case. This secret, now revealed for the first time, is the fact that Mr. Fuller was born in Capas, Michigan.

Following art studies in the Chicago Academy of Fine Arts, Fuller blossomed out as a cartoonist on the Chicago Daily News. Then, hearing that there was a big town called New York, a little to the East, he set out to find it. In some way, Fuller became tangled up in New Jersey, so he staked a claim in Leonia, where he now lives two or three weeks out of every vear. The balance of his time he spends playing tennis and vacationing at Boothbay Harbor. Maine.

Fuller draws regularly for the Saturday Evening Post, Judge, Life and Liberty, and he has done many covers and sketches for GOOD HARDWARE.

## A thermometer selling stunt

A hardware merchant in the Middle West, who had purchased a considerable number of thermometors at a good price, was wondering how in the world he could dispose of all of them, when he hit on this interesting method.

It was a bitterly cold Winter's day, so he strung 50 of the thermometers along the front of his building outside, near the entrance. The thermometers used in this way were of different sizes and prices and a tag was attached to each, giving the price.

Then, across the top of his store entrance the hardware merchant put up a large sign reading:

### "BIG DROP IN THER-MOMETERS!

"Our thermometers are going down in price! They have never been so low before.

"All of them are accurate, too. Notice how they all record practically the same temperature.

"Get a thermometer now and see how cold it is."

As the result of this stunt, the store sold more thermometers during the week than it ever had sold before during a similar length of time.

GOOD HARDWARE is now the most widely read hardware magazine published.

# Monthly cash prizes for the best ideas from hardware men

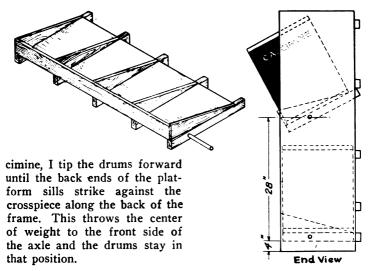
GOOD HARDWARE pays \$2.00 in cash for each good idea about the hardware business which it publishes. Address THE IDEA EDITOR, GOOD HARDWARE.

## Simplifies handling of bulk calcimine

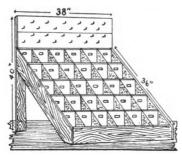
Here is how I carry my bulk calcimine. I have two tilting platforms, placed one over the other in a box frame. These platforms each hold four 100-pound drums. The axles that hold the platforms are placed a little to the front of a line directly under the center of the drums. This is so the unbalanced effect will cause the drums to lean against the back of the frame.

When I want to get at the cal-

The platforms are 6' 8" long and 20" wide. The lower one is 4" and the upper one is 28" from the floor. The box frame is made just large enough to hold the platforms and drums. I now have two of these fixtures, making four platforms in all. This gives me space for 16 drums, and I can handle 1,600 pounds of calcimine or dry colors in a space which is only 20" wide and 13' 4" long. I pass the idea along.—H. E. HOLLOWAY.



## Rack increases sale of washers 100%



We sell twice as many washers, nuts and cotter keys since

we have had them displayed in the rack shown in the drawing at the left.

A card in each bin tells the size and the price per pound. The screw hooks are for quick repair washers and bushings. The back, bottom, sides and horizontal pieces are of wood. The bin dividers are made of galvanized metal.

They fit into grooves sawed in wood partitions.—R. E. Olson.

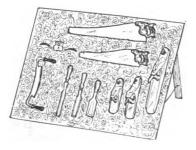
## Double compartment for bolt stock

This illustrates a double compartment we use for surplus bolt stock.

The front shelves form a separate swinging section. Back of this is another group of shelves just deep enough for one tier. This was originally one section of deep shelves. We had to place one size of bolts back of another.

The present arrangement does away with that chance of misplacing stock. Besides, all sizes of bolts can now be located quickly.—Paul Jones.





# Wood shavings on tool display board

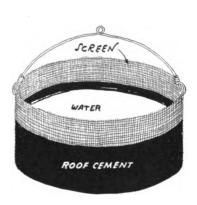
We have a display board for wood working tools that we covered with wood shavings. The saws, planes, chisels and drawing knives were attached to the board first.

Then the surface of the board was coated with glue and covered with fresh curly shavings.

It makes the display look realistic, and when placed in the window it is a good substitute for action. The tools appear as if in motion.—C. Abbott.

## Proving that roof cement holds water

From a piece of bronze screen wire cloth I made a bucket 4" deep and 6" in diameter, and I plastered the bottom and most of the side with plastic roof cement. After the cement "set," I filled the bucket with water and hung it up near my paint counter. It attracts attention, causes customers to ask questions and gives me the opportunity I want. Roof cement is rarely bought—it has to be sold.—HOPE CONNER.



## Uses cross-word puzzle in advertising

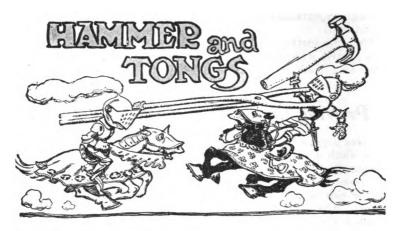
Here is a cross-word puzzle that we use for theatre program advertising. The idea is to choose words that will force a person to brush up on his knowledge of hardware. This leads people naturally to think about our store; their minds sort of ransack our shelves for some article to supply the needed word.

The theatre intermission period allows just about time enough for the average fan to solve his puzzle—if he thinks hard about our store and the articles we sell.

The answers for the puzzle shown opposite are, HORIZON-TAL: stain, mica, in., E.I. (East

India), rub, stews; VERTI-CAL: stirs, am, ice, nails, nut, B.E. (buy early).—G. S. SANDERS.





A TOUCHY CUSTOMER "What's that woman showing her fingers to your clerk for?"

"Oh, that's Mrs. Pryinsky. She tried out the new paint just put on the courthouse benches and wants some to match it.'

THE RADIO INSTINCT

Irate Wife (discovering inebriated husband on front steps fiddling with door knob): What

are you doing there, Webster?
Husband (continuing to turn knob): Sshh! I'm trying to get Pittsburgh!

Life is just one income-tax demand after another.

AN AVERAGE BEGINNER

"How long did it take you to learn to drive a motor car?"

"Oh, three or four. "Weeks?"

"No, motor cars."

WANTED TO KEEP IT "Acquitted," said the judge.

"The old negro who had been accused of stealing a looked doubtful.

"Acquitted? What yo' mean,

judge?

"I mean," answered the judge, "you are acquitted."

The negro looked more con-52

fused than ever. "Judge," he asked, "does dat mean I have to gib de watch back?"

THE OLD SOAK

got into hot water last night," remarked Harry.
"Did you? How was that?"
asked his friend.

"Oh, I just had a bath!"

MRS. HIPPO

"Now, children," said the teacher, "I am going to tell you about the hippopotamus, but you will have no idea what it is like unless you pay strict attention and look at me!"



"How are you doing with your news-stand, boy?" "Well, I started with nothin'

an' I'm holdin' me own.'

#### **AMERICAN BEAUTIES**

Young Lady, to Country Lass: That's a beautiful pair of hose you have on.

Country Lass: Them ain't

hose, they are legs.

#### TALE OF A TAIL

"What are you drawing. Freddie?" "A dog."

"But where's its tail?"

"Oh, that's still in the ink bottle!

#### SPORTS FOR GIRLS

Dick: Do you believe in sports

for girls?

Gertrude: Certainly; every girl ought to have one.

The only soft job in the hardware business—deducting cash discounts.

#### EFFECT AND CAUSE

Professor: Does an effect ever

go before a cause? Student: Yes.

Professor: Give me an in-

stance.

Student: Α wheelbarrow

pushed by a man.

#### COMPLETELY CUT OFF

Tired Business Man: I'd like to go where I'd be entirely cut off from the world.

Friend: Why don't you try a telephone booth, old man?

#### OTHER WAY AROUND

Traffic Cop: Madam, you are

interfering with me. Woman Driver: Sir, I beg to inform you that the traffic is interfering with me.

Money talks—but it never gives itself away.

#### GOOD ARITHMETIC

Jones: My half-brother is engaged to my wife's half-sister. Smith: So now they are to be

made one?

#### NATURAL HISTORY

Teacher: Why is the giraffe's neck to long?

Sammy: Because its head is such a long way from its body.

All would be well if the business man went after business the way government goes after the business man.

#### BREAKING THE ICE

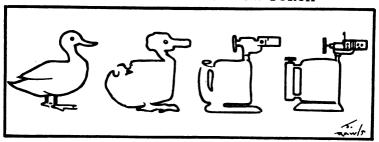
The young lover was very bashful. Turning to the girl beside him on the sofa, he asked:

"Does your brother cheese?"

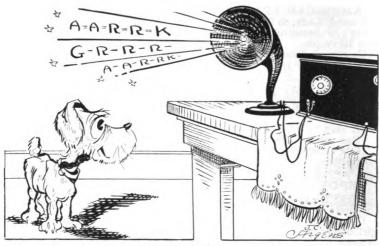
She answered with a smile: "I haven't got a brother."

Dead silence for another snell. Then he said: "If-if you had a brother, do you think he'dhe'd like cheese?"

#### THE EVOLUTION OF A BLOW-TORCH



With this instrument, plumbers duck down cellar.



Pup (listening to radio): That silly parrot thinks she's hiding from me. But I know where she is. She's in that horn!

#### **BOY LANGUAGE**

Mother: What do you mean by putting your thumb to your nose and wriggling your fingers at those little boys?

Willie: Don't you worry, ma
—they know what I mean.

#### NO SECRET

"Oh, mummy, that man's bald!"

"Hush, dear, or he will hear

"But he knows already, doesn't he?"

#### OLD STUFF

Nick: It's a wonder anybody can still find some "Yes, we have no bananas" jokes left to crack. Mike: You're right, there. But

Mike: You're right, there. But they'll probably be cracking all the more, now the banana has turned into a chestnut.

#### POWER OF SUGGESTION

Aunt Mandy kept her house spotless, consequently poor Sambo was constantly being nagged about his untidy habits.

One day Sambo came home to find that Mandy had presented

him twins. He viewed this as something of a calamity and said rather mournfully: "Mandy, I'se done cautioned you time an' again to let dat Ole Gold Dust stuff alone—now, ah reckons you'll listen to me some heahaftah."

## \$2 for jokes

Turn to "The Vices of 1925" on page 20. This feature in GOOD HARD-WARE has taken our readers by storm. If you can think up some smart saying, some play words or some pun, relating to hardware stores or hardware products, we will pay you \$2 for each one For accepted. samples of the kind of material wanted, study "The Vices." Address all jokes and ideas to "The Vice Dept.," care of GOOD HARDWARE, 912 Broadway, New York.

In the



Crosley Trirdyn
Special, \$75.00.
With tubes and
Crosley Phones
\$90.75.

Since the inception of radio, the results obtained with Armstrong Regenerative Receivers have been the goal of comparison for all others. Trick circuits have been designed to get around the Armstrong Patent hoping to obtain results "just as good." This has resulted in the use of more tubes, necessary without, but unnecessary with regeneration.

The Crosley Trirdyn, because it employs Armstrong Regeneration and tuned radio frequency amplification, needs only three tubes. The results obtained in selectivity, volume, ease of tuning

and logging cannot be excelled.

## Before You Buy-Compare-Your Choice Will Be a Crosley

For Sale By Good Jobbers Everywhere

Crosley Regenerative Receivers are Licensed under Armstrong U. S.
Patent 1,113,149.

Prices West of the Rockies-add 10%.

Write for Complete Catalog

### THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., President

148 Sassafras St.

Cincinnati, Ohio

Crosley Owns and Operates Broadcasting Station WLW



It pays to mention GOOD HARDWARE in answering advertisements

## The next time you hire a man consider these things

(CONTINUED FROM PAGE 15)

We will now discuss one by one these partially measurable traits of personality.

1. Is your man aggressive? Aggressiveness in a hardware salesman is necessary. Aggressiveness, in part, is instinctive or dependent on inherited abilities. The aggressiveness of a parent is apt to come out in some of the children—but not necessarily in all of them. A good place to look for it, then, is in the parents.

But this trait is also dependent on the kind of playmates a boy was matched with. Did he have to take a lot of punishment and thereby suppress his aggressiveness, or did he give punishment more often and develop his aggressiveness? Gowin, in a study of leading executives, found that they were, in general, larger and stronger men than the average of those who worked under them.

## Eye-movement test

The best test of aggressiveness so far discovered is that of counting wavering eye-movements when a person is asked to do something difficult.

Give your candidate some problem to work out in his head—and then watch his eyes. For example, ask him how much 2½ pounds of metal will cost at 4 cents an ounce. Then stare steadily in the candidate's eyes.

It has been found that under such a test persons who are not aggressive are three times as likely to become confused, to let their eyes and minds wander badly, as the more aggressive types. In other words, the aggressive man tends to go right ahead on a job no matter who is looking at him or what distractions are present.

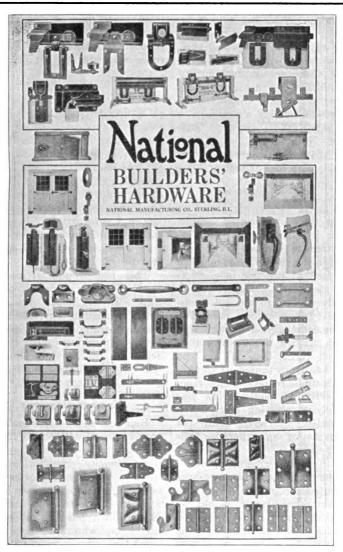
2. Has he control of temper? Every man is peculiar in this respect. He may admit that he isn't very smart, or that he isn't very well educated, or that he isn't even very honest. But one thing he insists upon is that he can control his temper. So it doesn't do any good for you to question a prospective salesman on that score.

#### Control essential

What can be done about it? It is certainly important. Control of temper is needed in the hardware business as much as anything else in dealing, under all kinds of circumstances, with all kinds of people, many of whom are irritable or are permanent grouches.

One of the largest corporations in America recently selected salesmen more for the trait of temper than for any other trait. A man was sent to interview college graduates. This man purposely got irritable and offensive in this interview. entirely for the purpose of finding out just how each applicant would act. He watched the flush on the face, the change in voice, the nervous irritations of hands and other parts of the body, and selected only those who could control their temper.

Marshall Field is said to have



YOU can increase your sales and profits by selling National Builders' Hardware. Sold direct to retailers only. No jobbing connections. Write for new catalog No. 19 and price list.

NATIONAL MANUFACTURING CO. Sterling - Illinois

It pays to mention GOOD HARDWARE in answering advertisements

been the first employer to insist on the slogan for his sales force to bear in mind: "The customer is always right." He did this, of course, in order to help his sales force remember courtesy and the art of an even temper. There is nothing which a customer so quickly detects in a salesman as an irritated attitude. Nothing will spoil sales and drive customers away so quickly as a loss of temper.

### Lack of practice

It is an interesting fact that often the best natured people, those who are happy much of the time, have poor control of temper. It is probably due to the lack of practice in correcting themselves. They have so rarely needed to control themselves (as everyone takes for granted their good humor) that when control is necessary they cannot relax, but may do and say disastrous things. I can recall a single remark hurled from an irritated clerk, who was usually a pleasing boy, which seriously interfered with progress of an otherwise efficient store.

For various reasons it would not be desirable for an employer to purposely irritate a new applicant himself. It would be valuable, however, to watch the results when the applicant is irritated by someone else, perhaps an outsider, who poses as a customer.

3. Is he tenacious? Does he stick to a difficult task until it is finished properly? Does he see things through?

That's a most important trait

in hardware selling. In this trait, more than in any other, there is a difference between the normal well-trained boys and those who are sent to juvenile courts.

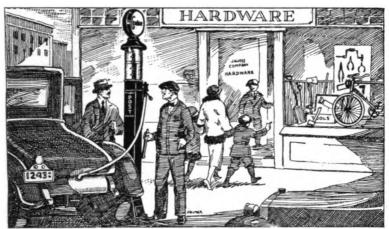
Dr. Fernald, a famous psychiatrist, used the following test in testing boys. Each boy was told to stand on a small platform, raise his heels and hold himself in that position as long as possible. He found that normal high school boys lasted three times as long without wavering, as boys of the same age in a reformatory. It is not fatigue which makes a boy give way, so much as poor will-power and poor effort.

This test would, of course, seem silly for older boys or men. In its place you can easily substitute useful tasks such as arranging stock, adding figures, or taking inventory. A few days of the right kind of trial employment should give good insight into tenacity.

#### Good indications

Bull-headedness and inability to get on well with school teachers may be good indications of basic tenacity. Stubbornness is merely tenacity run without control. As a boy becomes older it may be directed and utilized. Every town has its successful merchant, who was once the prize mule of the community.

This last point indicates what a delicate adjustment of traits is necessary in the most favorable personalities. If a man is aggressive, is he also likable? Has he good control of temper at the same time that he is



How it looked from across the street—as the artist saw it.

## It doesn't cost anything

to have a Bowser pump on your curb, making folks stop for gas. When they do, get them inside the store. Sell them automobile accessories, as well as tools and long-profit specialties.

It doesn't cost anything to have a Bowser on the curb, because the pump soon pays for itself, in profits on gas and oil.

Arrange now for a pump. Winter trade is good trade to stop, because you can get so many folks inside the store to buy traps, skates, and other winter-time necessities.

Ask for folder 54

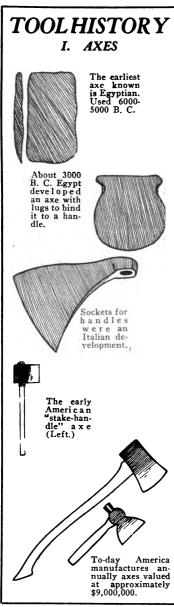
S.F. Bowser & Company, Inc.

Pump and Tank Headquarters

PORT WAYNE, INDIANA.

Sales and Service Offices and Burgesterlatines Energy Personal

Sales and Service Offices and Burgesterlatines Energy Personal



This is the first of a new and interesting series. Next month Good HARDWARE will tell the story of saws

aggressive and tenacious? Very few can stand high in all respects, and the beginnings of favorable compromises in traits go back to early social training.

That is why many educators as well as ministers insist that the first few years of life—up to 7 or 8 years—are the most important in determining personality. That's why, then, in selecting your employees it is well to look back into your candidate's boyhood and see whether his surroundings, parentage and early training were right.

Note: In the February issue of Good Hardware there will be another article by Prof. Jones, in which he will discuss still other traits of personality, including teachability, judgment, stability and sociability.

## A "handy man" for customers

Among the employees of a hardware store in Indiana, is one who is known as a "handy man." According to the firm's advertisements, this individual is ready at any time to do the odd jobs customers often require, such as repairing locks or setting glass. The store charges only for the materials used.

## A paying investment

This handy man is kept busy and the store believes he is a paying investment. Not only is he a good-will builder, but frequently he is the means of obtaining more business, for often when he visits a home he sees a chance for additional sales.

## We will blanket the country with Columbia Dry Battery advertising



DURING 1925 the great weekly and monthly magazines will print and put into circulation the enormous total of 51,902,812 Columbia Eveready Dry Battery advertisements. Among these publications are The Saturday Evening Post and the most widely read mechanical. technical, juvenile, boating, fishing and farm publications. There will also be a long list of newspapers which Columbia Evereadys will be advertised. To secure maximum effectiveness the advertising copy for each class of publication will be most suitable for the particular field it covers.

A campaign of such tremendous force as this must mean something to every dealer in the United States. It will reach into every state and county, covering cities, towns and villages everywhere. Its influence on retail sales will be immense.

This year more than ever before events will demonstrate that dealers who handle dry batteries will find it profitable to stock, display and sell the Columbia Eveready. To profit most from this advertising be sure to use our store and window display material. Sent free on request.

Order from your jobber.

Manufactured and guaranteed by NATIONAL CARBON COMPANY, Inc.,

New York San Francisco
Atlanta Chicago
Dallas Kansas City

Canadian National Carbon Co. Limited, Toronto, Ont.

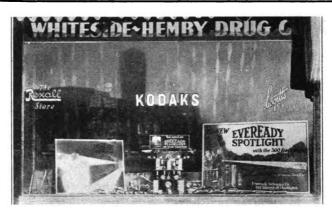
Columbia

NYEREADY

Dry Batteries

-they last longer

It pays to mention GOOD HARDWARE in answering advertisements



## Demonstrate Flashlights and Increase Sales

The Whiteside-Hemby Drug Co., of Little Rock, Ark., have a unique way of selling Eveready Flashlights. Read their own story in their own words:

During the past year our business has shown an appreciable increase and we believe it only a matter of fairness to tell you that Eveready Flashlights and Batteries have played a prominent part in the expansion of our business. "Fortunately thare is a dark hallway adjacent to our store, which we utilize to demonstrate Eveready Spotlights and Searchlights with sales-building results.

"The nice profit and quick turnover of your line entirely justifies our keeping your product in part of our window all of the time, and all of our window part of the time."

The newly designed and improved line of Eveready Flashlights is the most attractive, the most satisfactory and the fastest-selling line of flashlights on the market. Ask your jobber to show you the line and write us for the Eveready display material and selling helps.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, INC.

New York

San Francisco

Dallas

Atlanta

Chicago

Kansas City

Canadian National Carbon Co., Limited, Toronto, Ont.



It pays to mention GOOD HARDWARE in answering advertisements



# Tell your customers about the Eveready Hour

EVERY Tuesday evening from 9 to 10 (Eastern Standard Time) is the hour when Eveready radio programs are broadcast simultaneously through these prominent interconnected radio stations: WEAF, New York; WJAR, Providence; WEEI, Boston; WFI, Philadelphia; WCAE, Pittsburgh; WGR, Buffalo.

The unusually large number of letters expressing appreciation of our programs convinces us that the Eveready Hour has met with unusual favor and that these programs have added considerably to the entertainment of listenersin everywhere in the country.

Tune in yourself and tell your customers to do likewise. The Eveready Hour is provided for the enjoyment of all.

For best results, sell your customers Eveready Radio Batteries—they last longer.

Manufactured and guaranteed by

## NATIONAL CARBON COMPANY, Inc.

Headquarters for Radio Battery Information

New York San Francisco
Canadian National Carbon Co.,
Limited, Toronto, Ontario.

It pays to mention GOOD HARDWARE in answering advertisements



Lamp-testing device

# Put this salesman on your counter

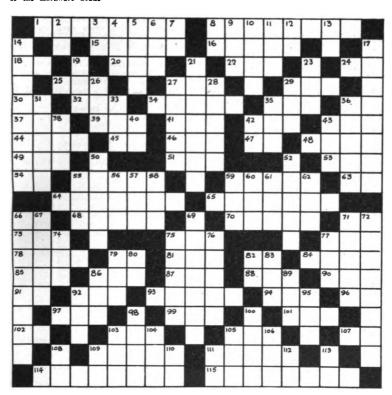
BLIND flashlights do not use unit cells. Such flashlights in your neighborhood rob you of the profits you should be making on batteries. Bring these profits back to your cash register. Order the Eveready Mazda Flashlight Lamp Counter Cabinet from your jobber. This is a combined stock and display case. Attractive and convenient. It is a silent salesman that reminds your customers you have the right lamp for their flashlights. Two profits in every lamp—one in the lamp itself, one in the sale of batteries, stimulated by bringing a flashlight back to life.

Ask your jobber

NATIONAL CARBON COMPANY, Inc.

New York—San Francisco





## Another puzzle for cross-word fans

Here's another challenge to readers of Good HARDWARE. How many of you can do the cross-word puzzle on this page? The Editors have tried hard to make it not too easy and not too hard-but just right. There's a lot of fun in putting your brain to work on these mental teasers and thousands of people in all parts of the country have caught the fad.

Each number in the diagram shows where a word starts. The black squares show where words stop. Some words run horizontally across the diagram and some of them run vertically, from the top down. Each white square is to be filled in with a letter until the word is complete.

#### **DEFINITIONS** (Horizontal)

- 1. The material of which a coffee pot
- In e material of which a coffee pot advertised in this issue is made.
   A brand of paint and varnish advertised in this issue.
   A black mineral substance.
   What goods come in.
   An exclamation.
   A kitchen utensil.

- 22. King. 24. Regarding.
- 25. A tool for hewing, mentioned in
- this issue. 27. A beverage
- 29. A receptacle for oil. 30. Abbreviation for millimeter.
- 32. Endeavor 34. Clocks sold in hardware stores.



- 35. Loiter.

- 35. Loiter,
  36. Correct,
  37. A block of order sheets.
  39. To increase your stock.
  41. A fish.
  42. What an auto tire needs.
  43. The cry of a crow.
  44. A metal common in hardware stock.
- stock.
  45. A conjunction.
  46. Martial officer. (Abbreviation.)
- 47. A pronoun. 48. A female dancer in a Hindu
- temple. 49. Machine bearings need it.
  51. To remain.
- 53. Found inside of fruit.
- 54. Old form for not.
  55. What a razor will remove.
  59. Color of lead used in paint.
  63. English coin. (Abbreviation.)
  64. Lamps advertised in this issue.
  65. Nails advertised in this issue.

- 66. An English political officer.
- 70. What a projecting nail does.
  71. What a man is called.
  73. Shy.
  75. Not near.

- 77. A garden tool.78. Geometrical figure. (Abbreviation.)
- 79. Father. 81. Before.

- 81. Before.
  82. A printer's measure.
  84. A load of fish.
  85. Response. (Abbreviation.)
  86. To consume.
  87. To grow old.
  88. Part of verb "to have."

- 90. Three.

- 90. Three.
  91. Where many hardware stores are located. (Abbreviation.)
  92. A tool for making holes.
  93. Name of a person belonging to the Slavic people residing in Bohemia. (Variation.)
  94. A light stroke.
  96. Where we live.

- 97. A poem.
  99. Weight measurement. (Abbreviation.)
  101. A fatty substance sold in the hardware store.
- 102. Same as 82.
- wooden pail carried from a 103. A yoke.

  105. Posed for a photograph.

  107. Aluminum. (Abbreviation.)

  109. What a jack-knife does.

- 111. Young salmon.
- 114. A manufacturer of radio products advertised in this issue.
- 115. Hinges advertised in this issue.

#### (Vertical)

- 2. Behold.
- 3. Not you.
- 4. A mischievous child.
- 5. At a little distance.
- A vase.
   Belonging to me.
- 8. Abbreviation for a fraternal order.
- 9. What you use every day.

  10. A river in Belgium, famous in the World War.
- 11. The kind of a story some people

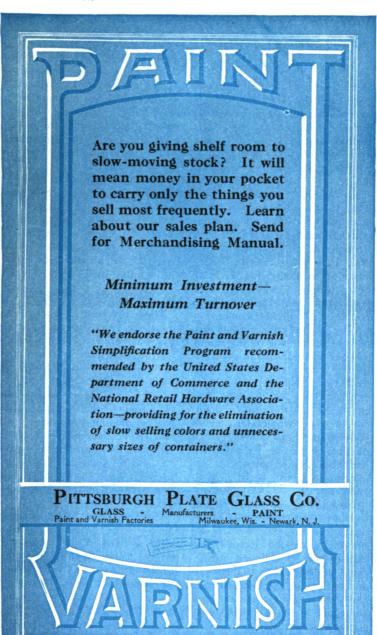
- 12. Tub-sized. (Abbreviation.)
- 13. Abbreviation often used on price tickets.
- 14. A spark plug advertised in this issue.
- 17. A manufacturer of stoves and furnaces advertised in this issue.

  - 19. Extra. (Abbreviation.)
    21. The name of a jar advertised in this issue.
  - 23. What cement comes in.
  - 26. A period of time.
- 27. An assumed name.
  28. The way to stand.
  29. What Mr. Ford makes.
  31. A famous French queen.
  33. Measuring units. (Abbreviation.)
  35. Figures in a cash register won't do
  - it. (See 66.)
- 36. A spot in the desert.
- 38. Price abbreviation.
- 40. Opposite of don't.42. You say it when sales are good.
- 43. Fitting for the end of a pipe.
- 50. What some low-priced scales are
- not. 52. What a stick does to paint. 55. You said it to 1924.
- 56. Abbreviation used in
- railroad time-tables. 57. What cheap roofing tar did.
- 58. A dentist. (Abbreviation.)
  59. Describing fresh paint.
  60. Scotch for "have."

- 61. A girl's name.
  62. Spell "N" plural.
- 66. A manufacturer of cash registers advertised in this issue.
- 67. Part of a tack you feel first.
- 69. A manufacturer of locks who advertises in this issue.
- 71 What we do about our losses.
- 72. Name of an incubator advertised in this issue.
- 74. 1924 and 1925. (Abbrev 75. What we had Christmas. 76. Emits smoke or vapor. 77. Headgear. (Abbreviation.)

- 79. What a wife should be. 80. Preposition.
- 82. Engineer's hammer. (Abbreviation.)
- this issue.
- 83. A drawing. 86. A female sheep. 89. A tool for cutting, advertised in
- 92. A carpenter's hewing tool.
- 95. What you hate to pay.
- 98. One who accomplishes.
  100. What cork is made of.
  103. A mineral spring.
  104. Finish.

- 105. A pouch.
- 106. Prefix for a carpenter's square.
- 108. Meaning two.
- 109. Exclamation.
- 110. A steamship's initials.
- 111. Afternoon.
- 112. A chemical formula. (Abbreviation.)
- 113. To have existence.



## Start the New Year by taking stock of yourself

(CONTINUED FROM PAGE 24)

about them? Have you built up good will by standing behind every offer and guarantee you make? And service goes even further than this! Service continues to take on interest in a customer after the sale has been made.

So much for customers who come to you. What about those who don't? What about those who find much of their hardware items in the stores of other dealers? In a word, are you doing anything to attract the trade of new customers, to bring more people into your store, to make friends with all new-comers?

Check up on your window displays, the interior arrangement of your store and your advertising. If you have any reason to think that these are wrong, seek expert advice on the way you can make a better job of them. Go to your wholesaler, go to your trade association, go to merchants in non-competitive lines who may have had experience that can be of help to you.

How about your store organization? Are your clerks enterprising and aggressive? Do you set them a good example by radiating good will and hustle? Are your employees on their toes and out for all the business they can get? Do they like to work for you?

Store atmosphere is a subtle thing, yet it marks the difference between a place where people like to trade and a place where they hate to spend their money. Your clerks can do much, by their attitude, to create the proper atmosphere. If they are happy in their work, if they are as chummy as a big family, if they have a pleasant word of greeting and a smile for everyone, this factor of atmosphere will be very apt to take care of itself.

How are you looked on as a business man in your community? Be honest with yourself in answering this question. If you are not looked on as a merchant of much importance, why is this true? What can you do to revise the opinion others hold of you?

#### Diagnose your case

These are only a few of the questions you should ask in taking a personal inventory. No doctor can prescribe for a disease until he has made the right diagnosis. So it is with trade.

Until you have found out what some of the things are that may be holding you back; until you have cleared from your pathway the impediments, you can find no remedy. You must discover what it is that blocks your onward march before you can cast it aside.

Until you have done this you cannot make the best use of the gift the New Year brings—12 bright, new months for the world to play with, to make use of, to progress with.

The use you make of the 365 days of 1925, the way you progress and advance in Business and in Life are matters resting with yourself.



## What the Old Dutch Process Means to the Modern Painter and Dealer

Write for details of the Eagle Sales Promotional Plan that has been a winner for every dealer in every town in which it has been used.



THE experience of the masters of the painting craft of the United States is steadily reflected in the increasing numbers of them who are demanding Pure Old Dutch Process White Lead for their work.

Many dealers are finding that this demand is most completely answered by Eagle White Lead in Oil, which has been Pure Old Dutch Process White Lead in Oil since 1843.

For the qualities of whiteness, smooth and easy brushing, covering power, uniformity and durability, are developed by the slow, sure process of corrosion during the ninety days that Eagle White Lead is forming in the corroding pots in the Tan Bark beds.



The EAGLE-PICHER LEAD COMPANY 208 So. La Salle Street - CHICAGO

## EAGLE Pure Old Dutch Process WHITE LEAD

It pays to mention GOOD HARDWARE in answering advertisements

Digitized by Google

## If you know this trick, you can letter in any style

(CONTINUED FROM PAGE 41)

the modern marking pen. This was held at an angle with the body and the letters written off, with the result that the upstrokes, such as those found in "V" and "N," and the crossbars, such as those in "A" and "L" were thin and the downstrokes thick.

Much of the lettering of that time was done upon stone and the strokes finished off at the ends with chisel marks, making spurs on such letters as "I," "L" and "T." The technical name for this spur is "serif." Serifs and thick-and-thin strokes are the two tell-tale characteristics of Roman letters. Keep in mind, too, that the up-strokes are thin and the down-strokes thick. This will prevent your getting them mixed on such letters as "A," "V" and the like.

Serifs may be made in many styles. In fact, the only point of difference between many alphabets is in the style of the serifs. They may be rounded, as when drawn with a round flat-shoe pen or with a brush worked to a blunt point, or they may be square as when made with a square flat-shoe pen or with a brush worked to a chisel edge.

Sometimes, on single-stroke letters, the spurs are hardly more than tiny points at the ends of the letters. Then, again, they may be made quite long. Often, they are curved in some way or other instead of being left straight. In whatever way they

are made, they should always be the same in style throughout the same alphabet.

You cannot use one style of serif for "A," "B" and "C," and then switch to a different style for "D," "E" and "F" and be correct. The serifs must match one another throughout.

Of course, you may use one style for a headline and another for the body matter, but that is a matter of making the card interesting by contrasting the style of one section with that of another and is not to be confused with getting the style of spurs mixed in the same alphabet.

#### Lower case letters

Lower case letters may be grouped into families as well as capitals. They are also made with and without spurs, depending on whether the initial capital is spurred or not.

As a general rule the pen or brush is not changed for making the spurs. The same one is used for making them as for the rest of the letter. Occasionally a smaller brush or a finer pen is necessary.

Experience will indicate which seems preferable. When the same brush is used, considerable practice will be necessary before clean-cut serifs will be possible.

Briefly, then, these are the points to be remembered in making complete alphabets from a few sample letters.

Your ability to create, in this fashion, will double and treble the value and attractiveness of the work you do.

Next month, I shall have comething to say on color work.





Distinctive coloring – marking—packing—pricing—continuous national advertising, and effective display material—these are all part of a successful plan to make and sell the Stanley line of Four Square tools for household use

STANLEY, New Britain, Conn., U. S. A.

New York
Thicago San Francisco Los Angeles Seattle

ADVERTISED

## STANLEY

FOUR-SQUARE HOUSEHOLD TOOLS













## Here's what the ACME PLAN

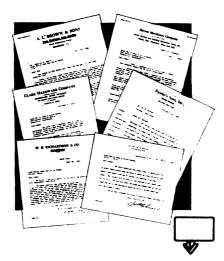
Is the ACME PLAN of Paint Merchandising a practical, workable plan? Does it increase volume and profits for dealers who operate under it? Will it help me?

These are the things you are interested in. You want to know that the ACME PLAN is more than a theory—that it actually will tap new veins of profit for you.

The letters reproduced on the opposite page are a first-hand answer to these questions. These facts mean more to



It pays to mention GOOD HARDWARE in answering advertisements



## is doing for three dealers

you than anything we could possibly say for the ACME PLAN. They tell the whole story in a few words. Let us show you how you, too, can operate more successfully under the ACME PLAN of Paint Merchandising. Mail the coupon for particulars.

## ACME WHITE LEAD AND COLOR WORKS

Detroit, Michigan, U.S.A.

Boston, Buffalo, Chicago, Minneapolis, St. Louis, Kansas City, Pittsburgh, Cincinnati, Toledo, Nashville, Birmingham, Richmond, Va., Fort Worth, Dallas, Topeka, Salt Lake City, Portland, San Francisco, Los Angeles.

This Coupon Will Bring Full Details of the ACME PLAN



250

# Varnishes — for every surface

Dept. 118, Detroit, Mich.
Gentlemen: If you can show
me how to increase my
paint profits, I shall be
glad to listen to the ACME
QUALITY man. Send him along.

Acme White Lead and Color Works,

Address .....

## Spends more for newspaper ads than other stores

(CONTINUED FROM PAGE 29)

fact that the Stebbins establishment did not sell that make.

"Are you certain you bought this in our store?" he asked, hesitantly, "that is, have you got your sale ticket?"

"Certainly, I bought that here." snapped the woman, "but I don't keep sale tickets all my life. Now the question is, are you going to make it good or not? It has burned out; it's defective."

### Manager called upon

The clerk hesitated. His orders were to make good any purchases that did not give satisfaction, but naturally this did not extend to goods obtained elsewhere. He called in the manager of the department which handled irons.

"Can you remember that we ever carried this brand of electric iron?" he asked.

"Not that I recall," began the manager, and then he stopped uncertainly. "Wait a minute; yes, we did, too, but it was three years ago. We closed the line out then."

"There!" exclaimed Mrs. Branting triumphantly. "You see I did buy it here. Now are you going to make it good?"

"But you have had it three years, and electric irons are guaranteed for only one year," protested the adjustment clerk,

"Your guarantee to your customers doesn't say anything about years, young man," insisted Mrs. Branting. "You say you will make good any purchases that fail to give satisfaction. This electric iron hasn't given satisfaction at all. It burned out yesterday. Are you going to make it good?"

"You mean to say that when an iron lasts three years without burning out, it hasn't given satisfactory service?" gasped the astonished adjustment man.

"That's just what I mean. And now for the fourth time, ARE YOU GOING TO MAKE IT GOOD?"

Had the matter been left to the clerk, Mrs. Branting might have fared unluckily. But the management of the Stebbins store decided that, despite the utter unreasonableness of the demand, the letter of its policy of absolute satisfaction to the customer must be lived up to. So the lady from Englewood got a new iron without cost.

### What this policy has done

The Stebbins executives consider this policy to have been chiefly responsible for the fact that they are able to maintain an establishment three stories and basement in height, considerably more than 100 feet in depth, 60 feet in width and containing a stock variously estimated at from 50,000 to 75,000 items. In addition, there is a three-story warehouse.

"In the first place, we will not carry any line we do not believe will give satisfaction under reasonable usage," explained W. J. Stebbins, "and we have no

(CONTINUED ON PAGE 78)

By accepting this competitive mail-order advertising The Delineator could add a great deal of money to its revenue. But The Delineator realizes that this advertising would mean a loss of millions of dollars in business to the retail merchants throughout the country. It would take hundreds—thousands of dollars out of your town—out of your store.

Because The Delineator believes in the retail merchant and knows that this advertising is injurious to him, it does not accept or publish advertising from the big catalogue houses.

What do you think of this policy? We'd like your opinion. If you are interested in keeping business at home, in having people spend their money in the towns where they live, where it will work for the community—write us. Your letter will be treated as confidential. Your ideas will be welcomed. Just address the letter to Mr. H. S. Lines, The Butterick Publishing Company, Butterick Building, New York. Why not write us—today?

## The DELINEATOR

"Founder of Better Homes in America"
Butterick Building, New York, N. Y.

trouble in getting guarantees from the manufacturers of such lines. So when goods come back as unsatisfactory we personally are not out of pocket on all the returns, by any means.

"Then, too, it is not often that we encounter extremely unreasonable requests. The average person is likely to be most reasonable in judging whether an article has given satisfaction. Of course, we are victimized occasionally, but the losses from this are more than counterbalanced by the good will generated by our fairness in replacing anything which does not please the customer.

"Once a buyer has brought back something that did not give satisfaction and either had his money returned or a new article offered in place of it, he can be counted as our steady patron. The absolute satisfaction guarantee pays, beyond any doubt."

### A display feature

Another feature of the Stebbins establishment which is counted an exceptional business stimulant is the method of displaying goods on sample boards.

With a stock of more than 50,000 items it is obviously impossible to show each piece in show cases, or upon the outer face of shelf drawers, as hardware dealers have tried for years to do. Yet it is increasingly necessary to cut down the time spent by salespeople in explaining goods to purchasers and in hunting around for just the right style or size to exhibit.

The Stebbins management be-

lieves its sample boards do this very thing. They are felt-covered boards, varying in dimension according to the nature of the goods, but having fastened firmly to them all the styles, sizes and qualities of most of the items carried.

#### Works to perfection

Bulky objects such as shovels, saws and bit braces are not adapted to this sort of display, but for nails, screws, bolts, nuts, chisels and all of the many thousand smaller articles and tools, that make up a hardware stock, the scheme works to perfection.

When a customer enters the Stebbins store he is greeted at once by a floorman, who inquires what he is seeking.

Right here much time is saved for the man who is looking for a "what-you-may-call it to go on a thingum-a-jig." The fellow who doesn't know exactly what he wants is set aright and directed to the department where it can be supplied. He has no chance to dissipate the selling time of clerks.

Once arrived at the proper counter, the customer is shown a sample board bearing all the varities of the article he is seeking. Having placed it before him, the clerk is free to turn for a moment to some other customer who may have made his selection from another board.

Were an assortment of sizes or styles laid loose on the counter, or were a drawerful of items set forth for inspection, a light-fingered person might

## Sell Furnace Heating at Stove Prices

### Above-Floor Furnace

"Just the thing for heating my new Bungalow—" was the exclamation of a well known Pacific Coast architect after seeing an advertisement of the new Allen's Parlor Furnace.

#### He wrote:

"I notice your advertisement of a Furnace to set above the floor—that is exactly what I have been searching for to heat my bungalow. Did not want the trouble of a basement furnace, and dislike the inefficiency of ordinary heating stoves. Your new product fills the need for heating plant for small bungalows and homes"



blue or gray porcelain enamel.

A plain finish for a third less.

## **ALLEN'S PARLOR FURNACE**

#### Costs No More than a Good Heater Does Twice the Work

The plain finish Allen's Parlor Furnace actually costs less than a good heater. Yet it heats 5 to 7 rooms and saves the cost of a cellar. This efficient furnace sets above the floor. Warm moist air system of circulating heat. Installed in three minutes. The fastest selling stove today. Write at once for agency details.

## Allen Manufacturing Company Nashville, Tennessee

Makers of the famed Allen's Princess Range—a Specialty among stove lines for a quarter of a century

Remember - Allen built the ORIGINAL Parlor Furnace!



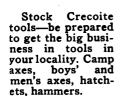
#### Tools You Can Sell With Confidence

fers the unusual combi-

nation of quality and

moderate prices.

All Crecoite Tools have the Grady Wedge, which eliminates loose handles. If the wood shrinks simply tap the wedge deeper.



If your jobber can't supply you, write today for further information and catalog G

Marion Tool Works, Inc.

Marion Indiana

take advantage of such an absence to benefit himself with a few free articles. But the samples are all securely bolted or wired to the boards, and it would be impossible to get away with a board a yard square and weighing anywhere from 10 to 30 pounds.

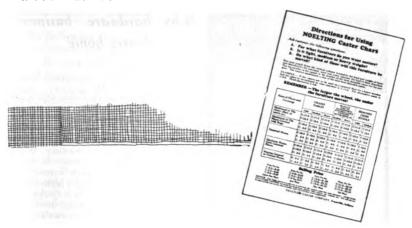
Not only does the sample board enable the clerk to care for a greater number of customers, but it tends, as well, to induce the customer to buy higher priced merchandise than otherwise.

As complete a variety as possible is shown on each board, and the visitor who came to purchase a cheap article is quite likely to buy the higher quality when he sees it displayed alongside the less expensive item.

There is no need to take up the clerk's time asking prices, for they are all affixed adjacent to the samples. The customer sees what each variety costs.

This policy of systematizing the display of stock and facilitating its handling, the rigid rule of guaranteed satisfaction to customers, plus regular newspaper advertising of the type that pulls, have made the Stebbins Hardware Company one of the leading retail hardware firms of the country.

More hardware dealers are going to read GOOD HARDWARE this month than any other magazine published.



Of course, the quality that brings repeat sales is there! A good many years of quality caster building is back of Faultless pivot bearing casters.

But added to that is ready saleability. A minute's demonstration with a Faultless demonstrator proves the good points of the merchandise. Three simple questions in the Faultless Caster Chart gives you automatically the number of proper casters to sell.

No time lost, no spoilage, no broken packages! Instead, a clean cut, rapid turnover of your caster sales. Get particulars from us or your jobber today.

## FAULTLESS CASTER COMPANY EVANSVILLE, INDIANA

## NOELTING FAULTLESS CASTERS Makers of Quality Casters for a Third of a Century

## Make Big Money Selling Oakes Electric Hen

Hatching chicks by electricity opens up a big new market for you You can sell the Oakes Electric Hen to more people than ever before were incubator prospects. It's easy and economical to operate, perfectly safe, small and compact. Made in 60 and 100 egg sizes; 32 or 110 volts, D. C. or alternating. Absolutely automatic heat control. Window in topust push button and you can see thermometer and eggs without raising lid.



The Oakes Electric Hen positively hatches every good egg. Can also be used to raise chicks after they're hatched—combined hatcher, hover and egg tester. YOU enjoy a good profit every time you make a sale. Write today for catalog and discounts on Oakes Electric Hen, and complete line of high quality, fast selling poultry supplies.

OAKES MFG. CO. 345 De:rborn St, Tipton, Indiana

## Make Big Money Selling Why hardware business leaves home

(CONTINUED FROM PAGE 37)

selves and then if we train our salesmen to talk quality, we would not have the trouble we have.

"We have our goods displayed as conveniently as we can. We change our windows weekly. We advertise daily and find, if we can get the customers into the store, the experienced clerk can generally make the sale. As a rule it is the clerk who doesn't know and hasn't or can't or won't learn who loses his customer. If we had or could get salesmen who were thoroughly posted on the goods they were trying to sell, we would accomplish wonders.

#### Poor service fatal

"Another point that drove sales from hardware to other sources of supply was the poor service given in the hardware store. The old hardware man was generally a tinner or a lock-smith and he would let a customer wait while he put a spring in a 10-cent lock or repaired a leaky pan, making possibly five cents on the job, but tiring the patience of a good customer.

"The hardware stores, besides, were dirty, and the merchandise covered with dust, and the windows washed only once or twice a year. When the cleaner stores began to sell hardware, the hardware man was whipped.

"However, he doesn't have to stay whipped. He always has had the reputation for quality goods. If he will add courteous service, a clean store, convenient display and other methods used by his competitor, he will win back all and more than he has lost."

R. C. WENCK,

Kline & Company.

The following manufacturers of Sporting Goods, Hardware Specialties, etc., are represented in the advertising columns of the current issue of OUTDOOR AMERICA, owned and published monthly by the Izaak Walton League.

#### Arms and Ammunition

Griffin & Howe, Inc. Ithaca Gun Company W. Stokes Kirk Lefever Arms Co. Lyman Gun Sight Corp. Milford Company New Method Gun Bluing Co. Pacific Arms Corp. Peters Cartridge Co. Remington Arms Co. Sportsmen's Equipment Co.

#### Bathroom and Plumbing Fixtures

Crane Company

#### Binoculars and Telescopes

Benner & Company Du Maurier Company Ferry & Company Geneva Optical Co.

#### **Boats and Canoes**

The Haskell Boat Company Dan Kidney & Son King Folding Canvas Boat Co. Pioneer Manufacturing Co.

### Boilers and Radiators

American Radiator Co.

#### Cutlery

Reising Manufacturing Co.

#### **Engines and Motors**

Elto Outboard Motor Co. Regal Gasoline Engine Co.

### Fishing Tackle

James Heddon's Sons John J. Hildebrandt

Hobart Metal Mfg. Co. The Horton Mfg. Co W. J. Jamison Čo. Outing Mfg. Co. South Bend Bait Co. Streich Bait Works Thomas Rod Company

#### Miscellaneous

Air-Tite Decoy Company W. E. Beck (Hunting Horn) J. R. Borum (Duck Bag) J. L. Chantemerle (Electro-Automate Lamp) Dwight McBride Co. (Dog Carrier)

#### Smith Typewriter Co. Pipes 4 1

Maier Pipe Co.

#### Skis

Northland Ski Mfg. Co. Martin A. Strand

#### Sporting and Camp Equipment

Von Lengerke & Antoine

#### Taxidermy

J. G. Burst Crosby-Frisian Fur Co. M. Geller Jonas Bros. Michigan Taxidermy Studio H. Willard Son & Co.

#### Wearing Apparel

G. H. Bass & Co. Jones Hat Company Outing Footwear Co. W. C. Russell Moccasin Co.

Mail the attached coupen today

The	Izaak Walton League	
	536 Lake Shore Drive, Chicago, I	11.

Without obligation to me, send full information relative to the League and a free sample of OUTDOOR AMERICA. As advertised in Good Hardware

•••	 •	•	• •	~	•	•••	•	-		•	 ~	-	 •••	-	• •	• •	•	••	•	•												
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## How leading firms handle their installment business

(CONTINUED FROM PAGE 44)

burn, Wisconsin, a town of approximately 5,000 population, is very enthusiastic about his results. Here is what he has to say on the subject:

"I have some facts to contribute on the subject of installment selling which may help hesitating dealers.

"In the past I have always regarded installment selling as undignified and unsound, perhaps more the former than the latter. But one year ago I decided to take a chance. Staple goods were moving slowly; specialty stuff seemed the only barrier against a decreasing volume of business, but it necessarily could not be sold on regular terms.

"We started in October, 1923, by getting the franchise of a popular make of washing machine and allying ourselves with a finance company through which installment a c c o u n t s could be handled. Later, we took on a line of cabinet heaters on the same basis.

During the past year we have sold more washing machines than we sold in all our previous history and during the last 12 weeks we have sold more cabinet heaters than we sold baseburners since the War.

"The volume of washers and heaters sold is not startling, but our total volume of business for the first nine months of this year is already 31% ahead of the corresponding period for last year, a result which is almost en-

tirely due to our new installment policy.

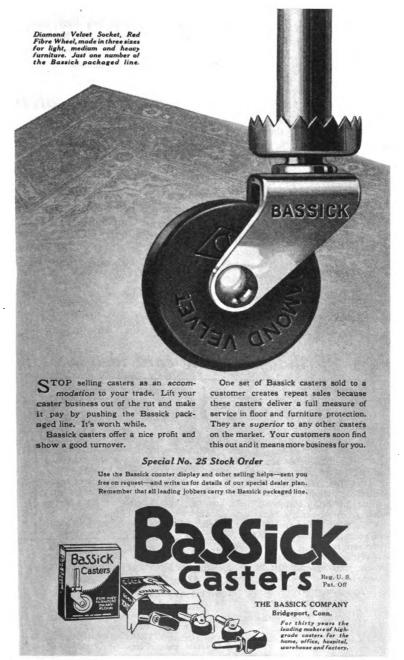
"Now, with regard to costs, losses and other points. extra charge to the consumer for the installment privilege covers the finance company's charge for handling the account. Some allowance must be made for the extra clerical work involved in connection with contract payments, but the added overhead is insignificant; least in our case, since our bookkeeper very easily takes care of this work along with her other duties.

### Payments met promptly

"We find our customers conscientious in meeting their payments. About five out of 50 will be from 10 to 30 days in arrears, but in no case has it been necessary to take back the merchandise. We maintain a special collection system, embracing a series of mail notices for installment accounts. Furthermore, all our goods are sold on contract, with the usual provision that we are owners until the last installment has been paid.

"Installment selling, like everything else, must be indulged in with precaution and moderation. Be careful to know a man's credit standing before selling him. And don't pull the high-pressure selling stunt by selling a man or woman who really can't afford to carry the burden, even if he or she is honest.

"As a result of this policy we have surprised ourselves with a successful first year of installment selling."



It pays to mention GOOD HARDWARE in answering advertisements

## Extra sales made by simple reminder

"Say," said the customer, "that's a good sign you have on your door. Let me have a look at a good pair of pliers. most forgot about them."

"Take your pick from this case of good ones," replied the "We knew you would forget something, so we put that sign there to start you thinking."

This conversation and the extra sale took place in the Boyd hardware store, in Columbus, Nebraska. Every customer, as he is going out, has to read a large sign tacked on the door that asks.

HAVEN'T YOU FORGOT-TEN SOMETHING?

Mr. Boyd says that since that

sign has been on his door, many customers have come back for articles they had intended getting, but had forgotten.

## Used a trap to catch buyers

Thirty-five trowels sold in two days. That was what a Rhode Island dealer accomplished with this novel attraction:

In his window he displayed a large steel trap with one of his overstocked trowels caught between the jaws. The following sign called attention to the bargain offered:

"We were caught with an oversupply of trowels; your price on these trowels is 10 cents less than cost to us."

## Birthday greeting card idea

Toppenish, Washington.

GOOD HARDWARE, New York, N. Y.

#### Gentlemen:

Just to show our appreciation for one of the best little hardware magazines we ever saw, which you are sending us without charge, we are going to pass along a little idea we tried out for one year and are now starting on our second with.

It is this: We make a copy of names, addresses and dates of birth from the school census. These we index so that we may know just whose birthday comes on the following day. Then we mail a birthday greeting card, a sample of which we enclose.

We have found this to be an excellent idea and feel sure that some

of your good readers will ap-

preciate it.

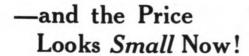
Wishing you much success with your splendid publication, we are

> Yours very truly, N. PATTERSON. Patterson Hardware Company

#### Birthday Greetings

May your birthdays be bright milestones Along life's winding wan So bright you'll almays eagerly Await each new birthdau

> N. Patterson, Pres., PATTERSON HARDWARE CO Toppenish, Washington.



Never any quibbling about the price of the new Bakelite-cased Milwaukee Timer!

It's a bargain at \$2, and most Ford owners are surprised it isn't higherpriced.

Bakelite ("short - proof") case—longer-lived—sturdier all through—and advertised the year 'round in the big national magazines (Post, American, etc.).

No wonder thousands of dealers are making more money on timers this year than ever before!

Order from your jobber-then push Milwaukee!

MILWAUKEE MOTOR PRODUCTS, INC. Milwaukee, Wisconsin

## MILWAUKEE TIMER for FORDS



## A 100% efficient stock-room

An inefficient and lax stockroom is the cause of many lost sales and no end of inconvenience. But stock clerks are human and the routine nature of their work invites laxity.

In a retail store, the demands upon a stock-room are so uncertain, both as to the nature and quantity of an article, that it is absolutely necessary for the stock clerk to be 'on the job' every minute and watch his stock.

While forms for the salesmen to fill in regarding low stock are used by most stores, a Boston concern goes a step farther and emphatically "sells" the value of the use of these forms to the salespeople. If the entire salesforce can be sold on the idea that a 100% stock-room is going to benefit them then they are going to keep close "tabs" on the To bring this about, a stock. paragraph is printed at the top of the form, emphasizing the importance of using the stock memo. The paragraph is:

CO-WORKERS, DO YOU KNOW THAT

Each time you record a customer's request for merchandise not stocked, you are actually helping to sell the next customer?

Each time you neglect to record your customer's wants, you are making it harder for yourself and our store to sell the next customer?

WHICH DO YOU PREFER TO DO?

In this Boston store, blocks of stock forms are kept on each salesman's desk and counter. As soon as one is filled in it is collected with other routine correspondence by the store messenger and delivered promptly to the buyer. The buyer checks it up with his records. He may find that the stock clerk already has made a report on the item mentioned and that a new supply is on the way. On the other hand he may find that the stock clerk has been lax, in which event a requisition is made out for a new shipment.

When the same item is reported on by two or more different clerks and on different days, there is no danger of the buyer duplicating his order for a new supply because his records will tell him where he stands.

Another good point about this form is that it gives the "man higher up" a good line on the salesmen who are alert and promoting the interests of the store. The "Sales No." in the lower right corner of the form identifies him.

## Timing your display of snow-shovels

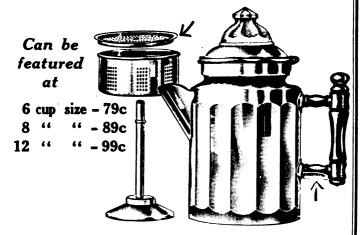
When heavy snow flies, get our your snow-shovels and place them prominently beside the door. A large window sign with this wording was used by a Detroit dealer last year: "Don't borrow your neighbor's snow-shovel—he might have to use it himself. Shovelling is good exercise too, and a shovel costs less than one good golf club will cost you."

## For 30 Days Only

## Special Sale Package of Aluminum Percolators

These are leaders—high grade, panelled aluminum percolators—at a cost which will enable the smallest dealer to compete with the quantity buyer.

A large factory run of these percolators make it possible for you to offer them at the following prices—



Each package contains 12 percolators. (3—6 cup 6—8 cup 3—12 cup.)

Above is illustration of this big sales booster. An extra heavy two-piece utensil with perforated spreader for coffee basket. The heavy metal flame guard on the handle and an extra spreader cover make it an exceptionally salable item.

Write today for this special package.

ALUMINUM PRODUCTS CO.
LA GRANGE, ILLINOIS

## Pushes a few specials to boost business

After the high peak at Christmas and the holidays, there is bound to be a little let-up during the following few weeks. Here is what one firm has to say on the subject:

According to the manager of a large company in Omaha, Nebraska, the way to put life into February is to push a few articles of common utility. He says: "We have already picked two of our merchandising leaders to stimulate the dormant hardware appetite.

"We've found a grinder which we are going to try to put into every kitchen in the city this month. When a housewife once discovers the many virtues and uses of a good little hand grinder which can be instantly attached to sink, shelf or kitchen table, she'll grab it as fast as they now absorb the food grinder.

### Making it popular

"To popularize a thing, it first must be good and then the price must be brought down to a minimum. We will retail the grinder in February for about one dollar and seventy-five cents. We have arranged to buy 'em in gross lots and we will sell them—and guarantee them.

"The second article we have arranged to purchase in quantity lots is a crackerjack household general utility vise. We can retail that vise at two ninety-five — and every buyer

gets an honest-to-goodness vise
—a real bargain and a guarantee!

"In addition to sales on the leaders themselves, we'll make many sales of what I might call 'companion stuff.' A woman buying a household grinder is an excellent prospect for kitchen cutlery, for instance."

## How they did it in Kentucky

It was before the day of tin lizzies, and one Kentucky merchant sold lots of buggy harnesss to farmers who paid up once a year.

One day his clerk sold a set of buggy harness and did not charge it promptly. When he did start to charge the harness he had forgotten to whom to charge it.

"Charge every man on the books with a set of harness, and when they raise a kick, take the harness from their account," the boss told him.

There were 180 names on the books, and two kicked.

### Check up your sales

Check up your sales for the past year. How much of a gain have you made over last year? How much more were expenses? What items moved best? Which were hard to push?

When you have all the facts, study them carefully. It will help you to buy more wisely and speed up your turnover.



## Display this Good-Looking Cabinet and Its Fast-Selling Assortment

Start your manicure business off this New Year with its best foot foremost—Order the handsome No. 4 La Cross Display Cabinet for your counter and give your manicure investment a chance.

There are over 10,000 La Cross Cabinets in use today and dealers everywhere register enthusiasm. It boosts sales. It displays implements in a way that SELLS (the prices show clearly!) It keeps the stock in order

(there's a separate stock drawer for each item!)

This assortment turned once pays you a profit of over 100%. And La Cross implements have such sales value you can turn them over again and again. Ask your jobber to send you a No. 4 Display Cabinet and join the thousands of satisfied La Cross dealers.

If you have a No. 4 on your counter, check up on your implements. Start the year with a complete stock.

## Schnefel Brothers

Newark, N. J.

COUPON

Please send me a No. 4 display case, shown above.  Please send me more information regarding the No. 4 of	display case.
Name	· · · · · · · · · · · · · · · · · · ·
La Cross Jobber's Name	105
MANICURE IMPLEMENTS and SETS	

## Assorted nails in package form

Every home needs nails—nails for making repairs, for building toys, for putting up shelves and for a thousand and one other things.

The need for nails is not for nails of any one particular size but for nails of various sizes, ranging all the way from the lowly tack to the large spike.

And, realizing that this is the case and that in most homes it is generally pretty difficult to find the right nail for the right purpose at the right time, an Indiana hardware store put over an unusual stunt not so very long ago when it made up boxes of nails of assorted sizes and sold the assortments for \$1 a box.

The boxes themselves were plain paper cartons, manufactured by a local paper concern, and the nails were tumbled into the cartons without any attempt at segregating the sizes, so that the cost of getting up the boxes and packing the nails was but a few cents per assortment.

The assortments were brought to the attention of the public by means of window displays in which especial attention was called to all the various sizes of nails in each assortment and by means of newspaper advertisements.

### Window display tie-up

In the window displays and with the advertisements was a lot of copy calling attention to the need in each home for such assortments of nails.

The store sold a considerable number of the assortments, got itself talked about and attracted people who otherwise wouldn't have come, so that the proposition was profitable from every angle.

## Dishes to rent for large gatherings

Renting cooking utensils is one thing that a Western hardware store is doing to attract business. These dishes are odd sizes, large enough for use at church suppers, lodge affairs and similar gatherings.

There are large coffee pots, huge boiling kettles, long dripping pans, an extra-sized meat grinder, a slaw cutter that cuts the width of an entire cabbage, and roasters for the biggest fowls.

#### Store labels

All of these utensils are made of the same kind of ware that this dealer features and they are marked with the store labels so that the establishment is advertised to workers in all lines. Church committees get these dishes for suppers, and country clubs rent them for guest nights, while often from the farming districts come requests for the entire outfit.

The rental price has paid for these utensils over and over again and the accomodation is appreciated by the store's patrons who rent them.

## The Red Seal Plan for 1925

## is designed to help you SELL—not to induce you to BUY

That is the big idea in the 1925 Red Seal advertising plan. No more stock than your turnover warrants but all kinds of help to speed up the rate at which your batteries sell.

This year all of our advertising material is designed for use in your store, to make the people in your town who pass your window come in to buy.

### A Real Display Service

Not occasional sales helps but a service. The Red Seal window



No. 1 in the Red Seal Window Display Service, featuring Mary Eaton, the lovely star of Eddie Cantor's New York hit, "Kid Boots." It will SELL Red Seal Batteries.

display service will be furnished free to all regular Red Seal Dealers, and includes a complete window display every month during the important selling seasons. And with every display will be included a four-page folder "chock-full" of sales ideas and suggestions that have proven their sales value. Not just our ideas or theory—but the real thing!

In addition to the large, beautifully lithographed displays, this big new Service includes a host of smaller counter cards, package folders and other sales-building material.



Ask Your Jobber's Salesman to Put You on the List for the Red Seal Window Display Service.







## Walmer turned his paint stock 17 times in 8 months

(CONTINUED FROM PAGE 19)

Walmer is a great advertiser. He uses some direct mail copy, but thinks he gets greatest good from local newspapers throughout the districts that his trucks can reach. He observes: "I pin my faith to newspaper copy—and for that reason make annual contracts with several county papers."

He uses every bet to get business. His store-front features goods displayed in three tiers in first-floor and upper-story show-windows. These windows fairly blaze with light at night.

As might be expected of a man who has built a business of several hundred thousand dollars annually, in a small town next door to the keen competition of a large city, Walmer is a close student of prices.

One typical daily occurrence illustrates the man. His name is on a time clock card the same as that of each of his employees and he punches the clock with the rest of them. Needless to say the Boss has not been late in many months, a thing of which he is duly proud.

"When I get done with GOOD HARDWARE I find it pays to pass it along to each of my clerks," says a large Southern hardware dealer.





Glass Paint~Varnish Brushes

TELEFRORS PLANA 1721

#### J. M. KOHLMEIER



August 28th, 1924.

Pittsburgh Plate Glass Co., Hunterspoint Avenue, L. I. City, N. Y.

Gentlemen:

Attention: Mr. A. Matthews.

In looking over our ledger we find that it is three years this Pall that we have handled the Sun-proof and Patton line of paint.

We have made it a policy to stock and sell tools and other products of National reputs and quality and we are pleased to include Pittsburgh paints in this class. Prom our experience we are pleased to consider the product of the pro

We hope that our pleasant business relations will continue for many years to come.

Very truly yours,

Anather Tr.



PITTSBURGH PLATE GLASS CO.

Milwaukee, Wis. Newark, N.J., Portland, Ore

## These THREE HEAT Electric Ranges sell easily and pay big profixs

Every woman wants one of these splendid Electric Ranges. They are superior in every way to gas, coal, or wood ranges. No smoke, no dirt, no odor. Give exactly the amount of heat wanted instantly at any time. Equipped with three-heat control, giving slow, medium, or hot as desired. Most convenient and sanitarv method of cooking and baking.

Order on Approval

Until you see the White Cross Ranges, you cannot possibly appreciate their big values and profit-making possibilities. Order samples on 30 days' approval. Inspect them thoroughly, show them to your customers If they do not sell on sight and you do not find them to be the biggest money-makers you ever had in your store, re-turn them, and you owe us nothing.

#### Get Samples NOW

The White Cross Electric Range sells on sight. It makes an instantaneous, powerful appeal to every woman who sees it. Dealers all over the country report them selling on first demonstration. They are reaping Big Profits. Why not get your share? Send us your order on 30 days' ap proval at once. We take all the risk over the country report all the risk.

Costs You \$13.00

**Sells for** 



White Cross Range No. 104 has same specifications as No. 105, except the longer legs and shelf arasan experience of longer legs and shelf legs and s



## Station G. H.—L. T. Announcing

## If you like Good Hardware's monthly programs, send an applause card to our advertisers

DID you ever get up to make a speech or sing a song and suffer stage fright? If so, you have our sympathy.

After Lucrezia Bori, the famous soprano of the Metropolitan Opera Company, had sung for the first time into a radio microphone, she confessed to a certain amount of stage fright at the thought of such a vast but unseen audience—the greatest an artist had ever had.

We never sang at the Metropolitan—as a matter of fact, we have been told quite emphatically it would be impossible for us to sing anywhere under any circumstances—neither have we ever broadcasted.

Nevertheless, we confess a feeling similar to Madam Bori's. We often have a touch of the same kind of stage fright when we stop to think that we are writing to the greatest audience that a hardware publication has ever had.

When we consider that Good Hardware is read by more hardware men than any magazine published—no wonder we feel nervous about it. Wouldn't you feel just a little wobbly if you thought you had to talk to a Yale Bowlful of hardware men?

It's a sense of grave responsibility that is shared by every member of the staff and I'm sure it helps to keep us all up on our toes.

It would require no great stretch of the imagination to draw a comparison between Good Hardware and the remarkable development of radio.

If you own a receiving set, you can sit down tonight and listen to some of the finest programs that can be heard anywhere. Yet they cost you nothing.

Good Hardware comes to your store with no subscription price tagged on to it. It is as free as the programs you can get on your radio tonight. Yet it contains what thousands of hardware dealers have told us is the most interesting, the most helpful and valuable information that can be found.

There is still a lot of discussion as to who will eventually pay for radio broadcasting. And quite often some hardware man will ask us who pays for the practical, down-to-earth merchandising information he receives every month in Good Hardware.

Nobody pays.

If John McCormack or Lucrezia Bori or Frances Alda can increase the sales of their phonograph records by singing occasionally on the radio, they will certainly be glad to give their services to the broadcasting company free of charge. Their return will come from increased royalties from records.

The situation with us is similar, though not exactly parallel. It is like this: we could charge you for our broadcasting program—that is, our magazine—at so much per year. But in order to send around people to collect that subscription price, or to send you letters and circulars to get you to pay, we would spend more money than we would take in. That is the case with many magazines.

A general magazine, like the Saturday Evening Post, for example, has to put a subscription price on the publication—even though it is the low sum of 5c when it costs approximately 20c a copy to deliver the magazine—in order to select from the hundred million people of the United States the certain ones who will be interested in that kind of a magazine.

\* \* \* \* \*

Now, in a field like ours, where we know all hardware men are interested in hardware problems, there is no need for such selection.

So we send the magazine to you without charge and save a very considerable sum of money by doing it. But who pays?

Well, you might say the advertiser pays. But that really isn't true, either. Because if we sold subscriptions and lost as little as 50c a year on each subscription, it would mean a deficit of more than \$22,000 that would have to be made up out of advertising revenue. Actually, then, we save you a subscription price and sell advertising at a lower rate than would otherwise be possible.

Now it is up to us to deliver as good a program as we can, so that you will read Good Hardware carefully and with interest and profit and continue to look for it and to read every issue. The more you read and the more you respond, the more valuable becomes the publication as an advertising medium, the more revenue we receive from advertising, the more we can spend upon our program, and so along, in a merry, profitable circle.

Every time I listen in on the radio—which is pretty nearly every night, I must admit—I am impressed with the efforts made by the broadcasting stations to get response from what they call their "radio audience." They want tangible evidence that the audience has heard and enjoyed. It is the only way they have of checking the popularity of the various artists and the different kinds of programs.

We are very much in the same boat. We want you to tell us when something in Good HARDWARE strikes a particular-

ly responsive chord. We want you to write us when you disagree with us. We want your comments and your suggestions. We want you to tell the advertisers.

Before signing off, I just want to say that we are pre-

paring some handsome leather medals for all our good friends who wrote us in the past month that they have made good resolutions to always mention Good HARDWARE when writing to advertisers. May their tribe increase!

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#### Issued Monthly by

### TRADE DIVISION—THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

LEONARD TINGLE, Publisher

CARL W. DIPMAN, Editor - - - G. K. HANCHETT, Managing Editor

GEORGE H. LEIGH, Eastern Manager - - 709 Sixth Avenue, New York

EDMUND CARRINGTON, Western Manager - - Mallers Building, Chicago

J. A. TOWNSEND, Pacific Coast Manager - - Hobart Bldg., San Francisco

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# Good REGISTERED U. S. PAT. OFF. Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI

February, 1925

No. 5

#### STORE MEETINGS AN AID TO SALES

Every successful selling organization must hold occasional sales meetings. Manufacturers have frequent and elaborate sales conventions as well as small conferences. Some wholesalers get their men together every Saturday.

How often do you hold a sales conference? When you do, be sure to include all your employees. Let them understand they are important units in your machine. Discuss selling plans, new goods, and new ways of improving service. Take them into your confidence and you will notice a better spirit—more enthusiasm.

If you are not holding frequent store meetings you are losing the benefits of one of the best stimulators of enthusiasm and salesmanship known to selling science.

## IN THE EARLY AGE OF SHIRTS

In some ways we are too easily satisfied. We accept without question a lot of foolish traditions—and do nothing to alter them.

For 5,000 years man went through the daily contortion of pulling his shirt over his head. But after 5,000 years of wriggling and wrenching, some bright genius raised the question, "Why not buttons down the front?" Wonder of wonders! Now we have shirts that button down the front.

Likewise we accept a lot of troublesome traditions in hardware. Take, for example, the matter of different sized threads.

If every bolt, nipple, or threaded device of a given size had the same size thread as every nut, coupling or boring of the same size—think of the trouble, confusion and waste that could be prevented. This may not be possible in every case but much improvement can be made. Many of the traditions of hardware belong to the same age as the pull-it-over-your-head shirt.

### RADIOS AND FORDS AS PEACE-MAKERS

Hardware plays an important part in our civilization. Someone recently said two hardware items—radios and Ford cars—could settle the peace of Europe in a short time.

At least 10,000,000 autos and 10,000,000 radios would indeed do much to help the people of Europe to communicate with one another. Get people to go joyriding in one another's countries and listening to one another's radio programs — get them acquainted—get them to understand one another and their differences will disappear. Racial

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hates break down when communication and understanding begin.

## TO REALITIES

A famous painter once showed a friend through his studio. After they had walked up and down the halls looking at various paintings, the friend asked the artist to show him his greatest picture. The painter took him to a bare canvas mounted upon an easel and said, "Here's my greatest picture—my dream—which still remains to be painted."

Does your ideal hardware store still need to be built? Are you dreaming about a wonderful store you expect to have some day? Are you getting a lot of fun out of planning it—dreaming it?

Great pictures, great stores and great buildings must first be dreamed before they can be built.

#### A MEASURE OF CHARITY

A man's charity is sometimes measured by his disappointment. The greater the charity in a man's system the greater the disappointment when his friends betray him. The reverse would be—"He who doesn't taste disappointment doesn't love."

So when a friend or a neighbor betrays you—when a customer and one trusted absconds — don't be ashamed to register and taste disappointment. Disappointment is a measure of charity. And life and business without charity and sympathy are indeed deadening, vulgar and desolate.

#### G OPEN DISPLAY AND BETTER SALES

There's a streak in human nature that makes a man want to pick up and handle any object he may be interested in. Good merchandising demands that you cash in on this trait.

For that reason, open displays prove the best salesmen. Get your goods displayed so people can examine and handle them—get them out so your customers have access to them—and your sales will increase.

Display behind glass only that type of merchandise that needs protection against theft. Display the rest in open arrangement, with modern equipment—display all your stock in this way—and you will get some of the business that now goes to the department and variety stores.

## It's tough without Good Hardware

Vancouver, B.C., Dec. 27, 1924.

Editor, Good HARDWARE:

WE ARE LOST simply because Good HARDWARE has stopped coming.

It may be our fault, or it may not. If it is, we wish to know why and we will do anything in our power to make it right.

Please send it.

Yours truly, W. C. STEARMAN, Hardware Dealer.

# Is the hardware chain store coming and how will it affect you?

What is going to happen when some genius with the vision of a Woolworth enters the hardware field

#### By a Member of the Staff

Is a big hardware chain possible? Some say "no," some "yes." In this article you will find the pros and cons discussed.

GOOD HARDWARE invites correspondence on this important question. If you don't agree with the conclusions in this article, write the editors, giving your opinion. If you think a chain is possible, give the editors your reasons. Let's have an open discussion.

—The Editors.

THERE'S a reward of a million dollars awaiting the man who puts over the first really big successful hardware chain.

In 1912, a good merchandiser, by the name of Sam Seelig, went out to the Pacific Coast and opened his first grocery store. One after another he opened other stores. A few days ago he sold his chain at a reported net profit of \$750,000. Besides that he took the usual fat profit out of the business every year. It is rumored that Sam Seelig made a cold million dollars in 12 years—by putting over a

successful chain of groceries.

In the next few years, some bright genius is going to take a clean million dollars out of a hardware chain—and it is going to be within the next business generation. Such is the reward of genius.

In this article and the one to follow, I am going to do some plain talking about the coming of the chain store in hardware—not that Good Hardware has any love for the chain store—or that it wishes a chain success. In fact, quite the contrary. If we had our way about it there would never be a big hardware chain—the hardware business would never be machinized, syndicated and dehumanized.

#### Handwriting on the wall

But that does not prevent me from speaking the truth and reading the handwriting on the wall. It is the function of a trade magazine to interpret facts, dire and distasteful as they may be, and not dish out to its readers only sugar-coated pills and handshakes.

It is only by facing facts as they are, understanding them as they are being worked out, understanding the trend, that the business man can prepare to meet changing conditions.

So let me repeat the proposition: within the lifetime of the present business generation someone is going to make a million dollars in putting over the first really successful hardware chain store system.

#### Learning by experience

Oh, I know there have been two or three half-baked attempts at hardware chain stores that ended in dismal failures—and the wiseacres are pointing their fingers to them, saying, "Look! Look! It can't be done." But the first railroad was not a success, nor the first grocery chain.

Now we have these wrecks to profit by. Perhaps only one or two of the foundation stones on which these futile attempts were launched can ever be used again, but we have at least learned some of the pitfalls—some of the things not to do.

And then, don't forget, many of the big business successes were not made by the pioneers of an industry. Four, five, or even a dozen generally fail at a venture—then along comes the genius, who pulls the loose ends together and out of the wreckage builds a magnificent structure. In fact, rarely ever does the first or second in a field make the big clean-up-that million dollars. It is more apt to be the late comer, the mopper-up. When Wrigley started on his gum clean-up, he certainly was not listed among the top halfdozen gum manufacturers. Business has many similar examples.

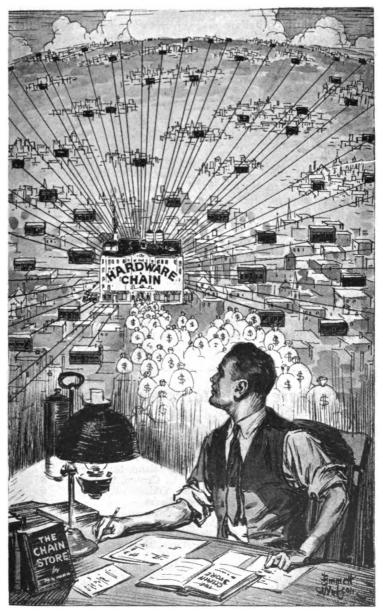
My own guess is that somewhere there is a young man—note I said young man—perhaps struggling in a country hardware store, or perhaps now a Woolworth stock clerk—slowly grasping these fundamental principles of merchandising—who, within the next business generation, is going to make that cold million dollars by putting over the chain hardware. And it isn't going to take a lifetime to do it. It took Sam Seelig only 12 years.

Chances are 10 to one that this genius isn't going to be a socalled "hardware man," either. The average hardware man is too "fact-minded," too close to the business, too much engulfed in hardware details to supply the driving vision of a million-dollar clean up. It takes a clearminded man with theory, with a profound, practical merchandising knowledge, and he will be better off with only a smattering of hardware detail. He need not know how many feet of a given size rope to the pound, or the length of an eightpenny nail.

#### A precedent

Of course, some of my hardware friends will laugh at this, but don't forget Judge Gary was taken from the bench of a courtroom and placed at the head of a steel corporation—and succeeded where many "steel men" would have failed.

Only a short time ago I was talking with an officer of one of the hardware associations and I ventured to mention the possibility of a chain in the hardware field. With a sophisticated



Is his dream coming true?

air of hardware lore, he looked at me, half in pity, half in disgust at my stupendous ignorance, and said, "Yes, but, kind sir, if you think a chain of hardware stores is possible, you don't understand hardware.

"Hardware is a service business requiring vast technical knowledge and a chain cannot give that kind of service customers require, etc., etc."

Have I not stood for years behind a hardware counter fitting leather cups to pump plungers and all the rest?

Does he not realize that at least a half dozen of the greatest hardware businesses, from the standpoint of volume, are conducted entirely by mail—an entire lack of personal service to customers?

I do not know anywhere near all there is about hardware but the truth is my friend's mind is revolving in a merchandise world of 15 years ago and times have changed.

Of course, I am mindful that we now have a number of chains in hardware, each with from four to a dozen or more stores. But so far the field isn't preempted to the extent of discouraging that genius.

One reason why many of the present small chains are not going to make that million is because they are going against the current. They are operating for the main part in rural or sparsely settled sections—a limited field for chain operation. In reaching from the country into the population centers, they are going against the current. Big business radiates from the cities out into the country and rural districts.

If these small chains continue (CONTINUED ON PAGE 56)

### Hardware chain stores now in operation

No. of St	or
Ed. Hockaday & Co., Kingfisher, Oklahoma 1	5
King Hardware Co., Atlanta, Georgia 10	0
George W. Peck & Co., Elmira, New York 10	
	9
	8
Gensman Brothers & Co., Enid, Oklahoma	6
	6
	6
Montgomery Hardware Co., Troy, North Carolina	6
	6
	6
Walbridge & Co., Buffalo, New York	5
	4
United Hardware & Tool Co., Cleveland, Ohio	4
Sanborn & Donovan, Quincy, Massachusetts	4
Pill Brothers, Inc., Cambridge, Massachusetts	4

In addition to the above hardware chain stores there are many lumber, general variety, auto accessory and sporting goods chain stores that also sell hardware.



Iron racks, indicated in white on the car body, hold long articles, such as pipes, securely. A third rack is shown on the front fender

# Handy racks on delivery car

By using several iron racks, Cornwell & Kelty, hardware merchants of Glendale, California, carry in safety a variety of hardware items on the outside of their delivery trucks. At the rear, beside the seat and on a front fender, there are racks which easily accommodate iron pipe, eaves troughs, or other long pieces.

#### Useful for cans

Also beside the driver's seat, on a level with the floor of the car, there is another feature, an oblong iron frame parallel with the running board. This has been found useful in carrying oil in cans or other containers that might tip over were they to be placed inside of the car.

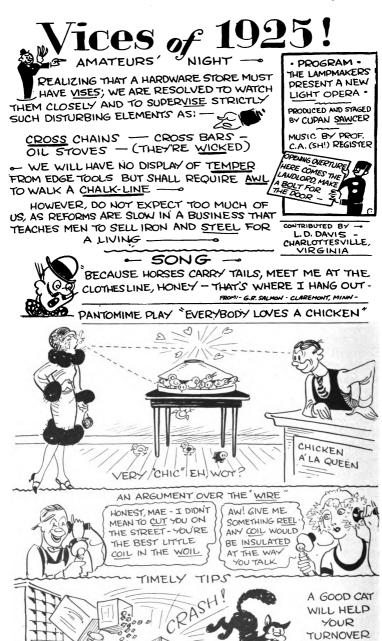
Large articles with handles

rest securely if dropped into this oblong frame, the handle upward against the side of the delivery car.

# Allowed 2c a pound for old stoves

The Hoosier Outfitting Company of Indianapolis, Indiana, offered special inducements in selling heating stoves, coal stoves and kitchen ranges. The service included hauling away the old stove and setting up the new one. Two cents a pound was allowed when the old stoves were returned by the customers.

Besides the two-cents-a-pound refund, the Company offered two special \$5 prizes in merchandise, one for the person trading in the oldest stove and the other for the person trading the stove that had been used the least number of years.





# When the great Lincoln sold nails behind the counter

Adventures in store-keeping of America's beloved President

#### By William Lee Butler

—He walked three miles to return 6½ che had over-charged a customer.

—He knocked down a man who swore in the presence of a woman.

—He worked 17 years to pay his creditors.

These are a few highlights in the career of Abraham Lincoln, President and country merchant.

In this article, interesting stories relating to Lincoln's store experiences are told by Mr. Butler. Some of the anecdotes are vouched for by history others are merely legendary, but all are interesting.

NE of Lincoln's earliest adventures into mercantile life was as a clerk in Offut's store at New Salemy Illinois. The entire stock of merchandise was worth about \$1,000. This store sold hardware, groceries and many articles of general merchandise. It was the common meeting place of farmers, the happy refuge of the village loungers.

A man came into the store one day when women were present and used profane language. Lincoln asked him to stop; but 20 the man persisted, swearing that nobody should prevent his saying what he wanted to say. Lincoln took him outdoors, threw him on the ground and rubbed smart-weed into his eyes until he bellowed for mercy. Then the young clerk went camly back to his post behind the counter,

#### "Honest Abe"

Lincoln's honesty excited great admiration. Having discovered, on one occasion, that he had taken 6½c. too much from a customer, he walked three miles that evening after his store was closed to return the money. This unusual regard for the rights of others soon won him the title of "Honest Abe." This store "petered out," as Abe put it, because of too much credit and not enough money in the country.

Lincoln fought Indians in the Black Hawk war and later ran for the legislature, but was defeated. He then began to look for some kind of a job.

The stores of New Salem were more in need of customers than of clerks. The business had been greatly overdone—

(CONTINUED ON PAGE 60)





These two tables, acting as "silent" salesmen, sell \$2,600 worth of goods a year for the Vulcan Hardware Company, of Springfield, Ohio

# "Silent" salesmen make \$2,600 in sales

The Vulcan Hardware Company of Springfield, Ohio, has a pair of salesmen who draw no salary, yet who sell goods at the rate of about \$2,600 a year.

These salesmen are two bargain tables that occupy a few square feet of floor space near the door. The job of each table is to talk to the eye, instead of to the ear.

The picture shows you just how the tables look to customers. These "Silent" Salesmen are kept well stocked with small household necessities. This stock is changed often to show the large variety of merchandise which is carried.

A large sign over them announces that this merchandise is offered at special prices and the items themselves are plainly price marked.

Describing these two small

wares tables, W. K. Pancake, of the Vulcan Company, says: "These two counters are in the center aisle and are placed about 20 feet from the front door and are, of course, among the first things to meet a customer's eye when he or she enters the store.

"It is a frequent occurrence, when store salesmen are busy with other customers, to have people sell themselves an article on these counters, merely handing what they have selected to one of the salesmen to be wrapped up."

#### An assistant

It might be mentioned, also, that these silent salesmen have an assistant. This assistant is a water cooler placed close to the counters so that when a customer stops to get a drink, the goods displayed are sure to be seen.

Many a thirsty soul has bought after refreshing himself.

# How to pick men for your business who will help you succeed

What to look for in selecting candidates to fill vacant positions in your store

By Edward S. Jones, Ph.D. of the University of Buffalo

THINK it was Carnegie who once said something to this effect: "You can burn down all my plants and my buildings, but if you leave me my organization I can rebuild. But without my organization I am ruined."

That was Carnegie's way of exemplifying the importance of the men and women in an organization. They are far more important than your building, your warehouse or your stock of goods.

In an article last month I told you about two great characteristics of every hardware salesman—intelligence and personality—and that the way to build an organization of salesmen with these characteristics is to start by hiring the right men and women. We then discussed the points: "Is your man aggressive?" "Has he control of temper?" and "Is he tenacious?"

In this article I am going to cover the following:

Is he teachable?

## Try this out on your employees

The U. S. Army used tests of this kind during the war. If the officers wanted to see whether a candidate had good judgment they stood over the candidate and asked him to check, as rapidly as possible, the right answer to the following and similar questions:

If	you	аге	held	up	and	${\bf robbed}$	in	a	strange	city	you	should
		1	\ hor	***		ne mone		<b>a</b> +	a bank			

( ) borrow some money at a bank.
( ) apply to the police for help.
( ) ask the first man you meet for money to get home.

#### Glass insulators are used to fasten telegraph wires because:

(	)	the	glass	keeps	the	pole	${\bf from}$	being	burned.

) glass is cheap and attractive.

( ) glass keeps the current from escapin	(	)	glass	keeps	the	current	from	escaping
--	---	---	-------	-------	-----	---------	------	----------



In hiring an employee, consider the points emphasized on the blackboard above

Has he good judgment? Is he emotionally stable? Is he socially attractive?

1. Is he teachable? Every man of average intelligence is teachable if he wants to learn. It is well known that in, many factories it is hard to find men who will become foremen. They may be promised higher wages in the long run, and higher permanent employment, but they do not want to take the time and effort to learn many new things and be made responsible for the work of other men.

### One's early training

Whether or not a man is teachable goes back to early training. Was he squelched when he first began to ask questions, or were his questions answered and developed into further questions?

One of the most unfortunate things about a boy brought up in an orphan asylum is that he is not apt to want to question and learn new things. He may be very docile and good, but he is rarely ambitious. This is because the military discipline necessary in institutional rearing interferes with the careful personal answering of questions.

A measure of lasting teachableness in a man, then, is quite largely governed by his steady desire to get ahead. Above all, it is not mere docility. Occasionally ambition can be stirred up in a boy when he is pretty well grown, but not often. The future Carnegies are, like their forerunner, full of dreams and desires to get ahead when they are 10 years of age. To test this

out, some large organizations fix up questionnaires such as the following for an applicant to answer:

(1) Do you prefer to stick to one or two jobs, or would you like to learn all about the plant soon?

(2) Do you expect some day to be the president of a firm like this, or merely one of the chief mechanics?

(3) Are you willing to go to night school to find out more about a certain branch of the business?

(4) Will you stay overtime to learn to operate a new machine?

2. Has he good judgment? At first glance this seems to be a trait of intelligence rather than personality. Certainly it depends on intelligence. But there are too many quite intelligent folks who do not have good judgment, nor even common sense.

Good judgment is largely a social trait. It comes from making decisions calmly in the presence of other people, or when there is reason for hurry. Every large employer has tried out college graduates who have plenty of information, but who do not balance things properly in their minds—who lack judgment.

#### An army test

In the army psychological testing, there was one experiment which helped to separate the common sense type of person from the hair-trigger variety. There was a statement

(CONTINUED ON PAGE 65)

## Four brothers, a sister, one hardware store and "system"

How the Ogden Hardware Company puts its finger on losses—and stops them

#### By Benjamin Ogden Wilkins

CONSIDER the Ogden Hardware Company of Ashland, Kentucky.

For 20 years, four brothers and a sister have worked shoulder to shoulder as officers of this store.

Proving that team-work is a great thing!

At the age of 18, J. Stevens Ogden, now president of the concern, was left an orphan. Orphans, too, were the seven other children of the family.

There was little money in sight—then—and it fell upon the oldest boy to do his best to keep his flock together.

In 1898, with \$1,600 saved as the result of hard work, J. Stevens Ogden persuaded one of his brothers that they ought to buy a hardware store—right in the home town of Ashland.

#### Got a start

Capital? Well, that item probably didn't mean as much then as it does today. However, the elder brother had his eye on a small, established concern that he believed he could get for \$1,700 cash—including fixtures!

The two boys had just \$2,000 between them. This did not leave

much for increasing stock and carrying on the business until it began to pay, but the hazard was taken. From this humble beginning, the company has achieved a worthy success. Today, it displays a stock of \$45,000 in its own building, constructed at a cost of \$100,000.

#### Housed in own building

Four years after starting, the brothers' hardware store had grown to a point where it was ready to erect a building. Two other brothers were taken into the firm and, before long, a sister was also admitted. Later, a nephew was added to the family of workers under this roof.

Until 1919 the store used but a single cash drawer and was organized into no departments whatsoever. J. Stevens Ogden now maintains that this was, perhaps, the most serious error the firm ever made. He claims that most concerns doing a hardware business have far too little system and organization, and that the lack of detailed knowledge concerning the daily progress, or absence of it, department by department, is the reason for so many failures and

stores that are merely "getting by."

These facts were unpleasantly brought to the attention of the Ogden Hardware Company when a fire completely wiped out

that modern business demands system.

In something more than six months, there was a new building put up to house the Ogden Hardware Company. This time



Departmentalization and organization are big factors in the Ogden store. The top picture shows a section of the second floor, devoted to household goods; the lower picture shows a part of the street floor

its store, fixtures and stock in July, 1919. Insurance had been religiously cared for and would cover the actual cash loss in destroyed values; but the slacking of trade through the incompleteness of such stock as was hastily collected after the fire was a hard blow.

But it required such a catastrophe to bring home the lesson

it was a carefully planned and modern structure, 25 x 130 feet, on a prominent corner in the center of the town.

The question of organization was then thoroughly gone into. Eight departments were planned. These fell naturally under:

1. Tools — builders' and general.

(CONTINUED ON PAGE 72)

## Hardware Oddities



Photo Kadel & Herbert

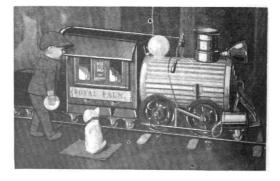
Above is the smallest store in America, at 226 Seventh Avenue, New York The store City. front is 18 inches wide and the lessee pays about \$15 a mont rent

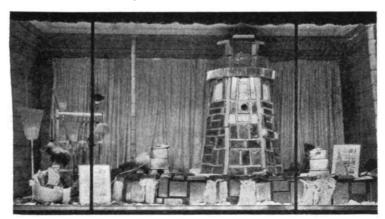
RIGHT-A window trim used by the Rossville Hardware Company, of Ross-ville, Georgia



Photo Wide World

ABOVE-When a crime was committed in the Congo, natives drove a nail into the statue shown, now owned by the University Museum, Philadelphia. Many crimes created a demand for hardware in the shape of nails





A lighthouse of tinware. The pyramid of pans, bread tins, roasters, and cake tins is made up of old tinware, burned and rusty. The firm and rockbound coast is made of new tins. The breaking waves that dash against it are floor mops



Far be it from us to imply that anyone with a batting average of The King of Swat is an oddity. Nor that there is anything odd about Babe Ruth's building a hen-house on his farm in Sudbury. Wonder if the Babe makes a homer in three hits with shingle nails as well as with baseballs—we've tried it—one to start'em straight, one to pound 'em in, one to drive 'em home?



Mat for muddy days

## Tying up sales with the weather

It's an ill wind that doesn't blow some hardware dealer good.

In snowy and rainy weather, one merchant makes capital of the fact that few housewives like to have the "men folks" tracking mud and dirt all over the house.

As soon as the streets develop mud and slush, this dealer stacks up a pile of door mats outside the entrance to his store. Although he has had them in stock for some time, he links up his selling psychology with the weather and sets out the mats where they can't be missed when a day comes along that emphasizes the need of such an article.

The same plan is followed with other lines; when the thermometer registers high, there is an electric fan placed so that it blows a breeze on all who enter the store.

## Putting a bulletin board to work

In front of a Western hardware store, located in a fruitgrowing section, there is a bulletin board with this heading:

#### "RAINFALL THIS YEAR."

Under this heading there are spaces for dates and a record of the rainfall on each date. At the bottom, room is left for setting down the total rainfall.

Here is an idea for other hardware stores. Bulletin boards might be used to record the following local information:

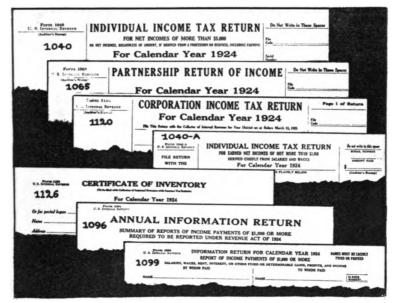
Number of new homes started.

Miles of sidewalk and paving being laid.

Number of new autos in the city to date.

All of which should, by attracting attention, help the store sell more goods.

"We think GOOD HARDWARE is an asset to any hardware house," says Mr. Mayberry, manager of Graff Bros., Inc., Pittsburgh.



These are the income tax return forms. The article tells which of these forms must be made out by you

# Avoiding income tax errors that cost time and money

Here's an easy way to make out your returns correctly

#### By Fred A. Williams

MARCH 15th—Last call on income tax returns!

Uncle Sam wants to be just. He wants to be paid in full. On the other hand, he does not ask to be overpaid.

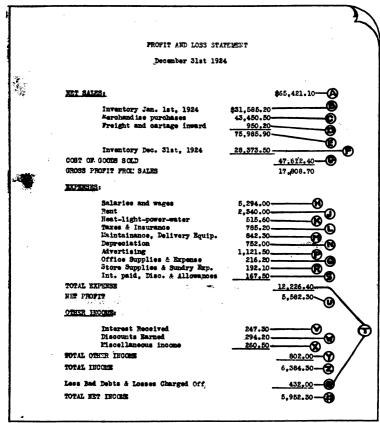
Many merchants, through unfamiliarity with what the law requires, lose money every year.

Here's some real dope on the income tax which tells you the

forms to use, where to begin, and what you can deduct for certain expenses.

By making out your income tax return correctly you save money and possible annoyances.

Sometime between January 1st and March 15th every hardware dealer in the United States whose gross income exceeds \$5,000 or whose net income is in



The figures required for your income tax return are shown on the above profit and loss sheet

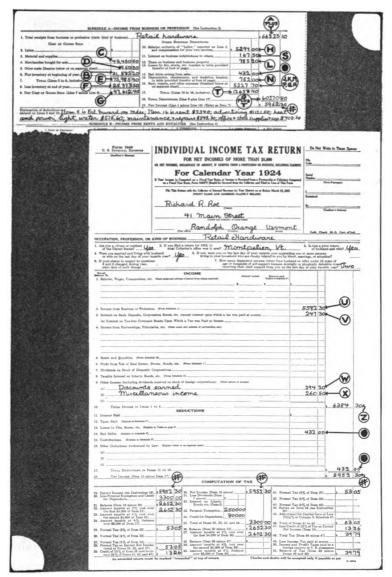
excess of the limit of \$1,000 for single and \$2,500 for married men must file an income tax return.

Also every partnership and incorporated business is required to file a return regardless of the amount of income derived from the business.

This year the rate is 2% on the first \$4,000 of net income, 4% on the second \$4,000, and 6% on the next \$2,000. Surtax starts on incomes above \$10,

000 instead of \$6,000, as last year.

Be sure you secure the new form, which differs from last year's in that a space is provided for subtracting the 25% deduction allowed on earned income. This 25% of actual tax figured can be taken off tax on income up to \$5,000, but if your net income exceeds that, the 25% allowance is only to be taken off the tax figured on the first \$5,000. When separate re-



#### A HELP IN MAKING YOUR RETURN

The letters of the alphabet on the profit and loss sheet opposite correspond to the letters on the tax return blank above, showing where the various amounts on the profit and loss sheet should be entered on the return. The torn section at the top is Page 2 of the blank. Beneath it is shown Page 1



turns are made by husband and wife each is allowed the 25% deduction.

If you personally own your own business, you must file a return on form 1040. If your business is in the form of a partnership, a return must be filed on form 1065. If your business is incorporated, you must file a return on form 1120.

Your employees, whose amnual earnings are under \$5,000 and over the limit of \$1,000 for single men and \$2,500 for married men, must file their return on form 1040A. Employees with an income of over \$5,000 use form 1040.

Any hardware dealer who has in his employ a person receiving over \$1,000 a year as salary or wages or who pays over \$1,000 a year for rent or other compensation, other than for purchases of merchandise, to any one person, must notify the Federal Revenue Bureau of this expenditure on form 1096 with the detail of each such expenditure on form 1099.

Also file certificate of inventory—form 1126—with your return.

With this article we are showing illustrations by which all these forms can be indentified.

#### Must keep records

Previous to the enactment of this law many dealers did not keep records of their business. Since the law has been in existence every dealer for his own protection has been compelled by the Government to keep adequate records of his purchases, sales and expenses or else he was liable to a fine for negligence.

The Government doesn't intend to hamper or embarass anyone. It only wants what rightfully belongs to it. However, it has a right by law to send the Revenue agent into your place of business to-morrow, next week, next month, or next year to check over your income tax return.

#### The bright side

But everything has its bright side and this law is considered by many merchants, who formerly did no bookkeeping, to have saved them more than the expense involved in keeping the necessary records and paying the tax. They profit in the knowledge gained from these records, which give them a better control over their business.

The Government requires every business to take an actual inventory of stock before determining the profit or loss for the period. You must report the taking of this inventory and swear to it on form 1126.

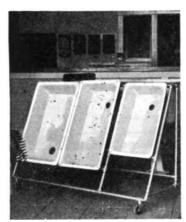
You cannot make out your income return unless your inventory has been correctly taken and priced.

This inventory should be priced at present market cost.

In your inventory make an allowance for stock lost by spoilage or theft which you had during the year.

This inventory will also assist you to take out of your stock slow sellers and dispose of them at a price rather than carry them eternally on your shelves.

The facts required for your (CONTINUED ON PAGE 78)



A simple, easily made rack for sinks, which displays them to advantage

# Home-made rack for displaying sinks

This rack to show sinks was made of ordinary gas pipe and so tilted that the sinks can easily be seen from a distance.

This is a decided improvement over the ordinary way of showing sinks.

# Guessing contest won kiddies

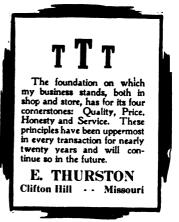
In a gold-fish bowl the Monterey Hardware Company placed beans of every size, color and variety. The bowl was displayed in one of the showwindows and remained there through several changes of merchandise displays.

In front of the bowl was placed a set of doll furniture, to appeal to girls and a variety of articles for boys. The kiddies were invited to guess, without obligation, the number of beans in the bowl, the doll set and boys' prizes going to the most successful guessers.

A steady stream of children entered the store, and, while the percentages of purchases made at such visits was very small, the contest aroused the interest of parents and made the store talked about.

# Puts ad on his price tickets

A hardware dealer in Clifton Hill, Missouri, makes his price tickets serve as an advertisement. On one side of each ticket the price is marked in the customary way and on the other side is a statement which reads as follows:



Every article that leaves this dealer's store has one of these price cards attached.



Y OU hardware men ought to fairly eat this up.

Here's a cross-word puzzle with a lot of hardware terms and products in it. Many of the products are advertised in the pages of Good Hardware.

To the readers who send in correct solutions to the crossword puzzle on the opposite page and who accompany their

## How to do cross-word puzzles

Each number in the diagram shows where a word starts. The black spaces show where the word stops. Some words run horizontally across the diagram, and some run vertically, up and down. Each square is to be filled in with a letter until the word is complete.

Now look at your list of definitions. Number 1, vertical, is a form of paint or varnish. There are four squares showing that the word has four letters.

To get you started properly, we will give you the answer to No. 1. The working 'gilt.' Continue working the puzzle out yourself from this point.

solutions by the best short phrases describing the magazine, Good HARDWARE, we are offering:

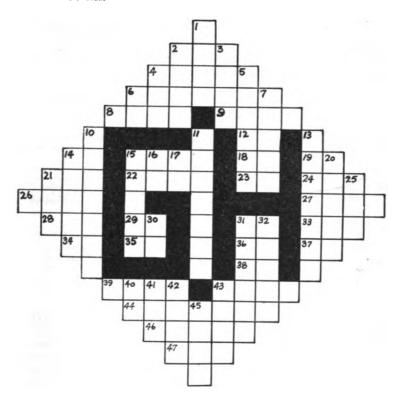
A first prize of \$10. A second prize of \$5. Ten prizes of \$1 each.

In case of a tie, where two or more contestants send in correct answers, accompanied by the same winning phrase, the full amount of the prize shall be paid to each. The Contest closes February 28.

By a "phrase" we mean a short, snappy description of GOOD HARDWARE, such as "Worth its Weight in Gold."

The puzzle is easy—as cross-word puzzles go. Pencil in the correct words on the puzzle diagram, write your phrase on the coupon beneath the puzzle, tear out the page and mail it to us. If you don't want to cut your copy of Good Hardware just copy a rough diagram of the cross-word puzzle on another piece of paper, fill in the words, write your phrase and send it in.

This contest is open to all hardware merchants, clerks, jobbers, salesmen, or members of their families. Send in only one phrase describing Good HARDWARE with each puzzle answer.



I suggest as a phrase describing Good HAM	RDWARE:
•••••	
Name	
Firm employed by	
Address	
City State	

#### **Definitions**

- (Vertical)

  1. What gold paint is usually called.

  2. Term usually applied to horse doc-
- Term usually applied to horse doctors.
   Sun's disk-worship practiced by early Egyptians.
   A period of time.
   A country made famous by Long-fellow's "Evangeline."
   What the children usually call mother.

- Found in a deck of playing cards made by a GOOD HARDWARE advertiser in this issue.
   Product of the National Carbon Company, advertised this month.
   A GOOD HARDWARE advertiser in this issue, make a thing more above.
- in this issue who makes things move
- 13. A system most hardware dealers
- 14. Found on wire fencing.

A kind of square.
 Not out.
 Abreviation of State name.
 Name of the discoverer of Labrador.

21. A large snake.
25. A part of a ladle; also the cutting part of an auger bit.
30. Maybe it's your store boy's name.

30. Maybe it's your store boy's name.
31. A manufacturer of laundry equipment who advertises in this issue.
32. What the bookkeeper should do with major store transactions.
40. Part of the verb to be.
41. Receive.
42. A tool sold to tinners.
43. A Western State.
45. On two of

43. A Western 45. On top of.

#### (Horizontal)

By way of.
 A name found on tools advertised

in this issue.

6. Made by the Warren Tool and Forge Co., who advertise in this

8. What a good customer does.
9. Product made by a GOOD HARD-WARE advertiser located in Read-

ing, Pa.

12. Abbreviation for debit note.

14. Name of a stove polish advertised in this issue. (Reversed.)

15. Isinglass.

## 18. Abbreviation for inspector-general. 19. First two initials of the name of a saw manufacturer whose advertisement appears in this issue. 21. Sold to boys in the Spring. 22. Abbreviation for what you pay on indebtedness. (Plural.)

23. Like.

24. Abbreviation meaning size of bore of gun barrel.

26. A quality of sponge; also means to

20. A quanty of sponge; also means to classify or grade.
27. Name of a fly used for fishing.
28. A familiar name given a President born in February.
29. First two initials of the name of a language whose and is

lantern manufacturer whose ad is in this issue.

in this issue.

31. The other fellow.

33. A house-cleaning item.

34. Father who has son of same name.

35. Abbreviation of the first name of a manufacturer of turnbuckles who advertises in GOOD HARDWARE.

36. Not off.

37. There.

38. Abbreviation of right.

39. What one does with the tool named in No. 6 horizontal.

43. The name of a tribe of Indians.

43. The name of a tribe of Indians.
44. Name of pocketknife pattern.
46. In Greek mythology, a person having great strength.
47. An exclamation of disgust.

### Questions that help decide credit

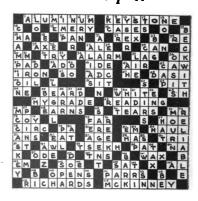
A hardware merchant who formerly had a lot of trouble with slow-paying credit account customers has evolved a system granting credit which bringing home the bacon. Every applicant for credit is asked to sign a card, and some of the questions asked on this card are unusual. One is this: "To what lodge do you belong?"

The merchant explains that his reason for asking this question is to get information which will help him in tracing the debtor in case the latter slips out without paying up. lodges keep pretty close track of their members and so, with the lodge affiliations of the debtor at hand, the merchant could trace him.

Another question is: "What is your favorite recreation?"

The merchant claims that it is his experience that men who engage in outdoor sports, such as tennis and golf, are better risks than men who get their amusement in playing cards or in reading books.

#### January's Answer to cross-word puzzle



# Distribution problems and their relation to you, as a dealer

Facts brought out at the recent National Distribution Conference in Washington

As a rule, GOOD HARD-WARE does not trouble you with reports of conventions and conferences, for they are usually of limited interest. But here's a conference that The Editors attended because of tremendous significance, its relation to your own problems, and be-cause the good work will be extended over the future. In the accompanying article is a short summary of the things discussed that will be of interest to you, as a retailer.

RETAIL history is rapidly being made. The problems of selling—your own store problems—are finally engaging the best minds in the land.

At the recent National Distribution Conference, fostered by the United States Chamber of Commerce, two days were spent in studying the problems of distribution of merchandise. A lot of things were said about the cost of distribution, what the retailers and wholesalers are charging for their goods, and the service they give to the community.

It has often been said in this magazine that the business

problems of today are those of distribution. In the last generation, production occupied the business minds—manufacturing was the big problem. But science and mechanics have contributed so much—production has been so greatly increased—that we can now manufacture much more goods than we can consume.

If the cost of goods to the consumer can be cut, if consumption can be increased, then the amount which we can buy will be greater—the manufacturer can make more—the dealer sell more—and the people have more. We will all consume more and enjoy more—groceries, hardware, homes, autos and similar things, and much happiness and comfort will be afforded for the human family.

There is enough wealth in this land so that all of us, gainfully occupied, can enjoy good food, clothing and homes and a fair degree of comfort, if the wealth is but properly distributed.

So the problems of distribution are engaging the best minds. It was pretty well agreed by the master minds attending this conference that the cost of distribution can be reduced. It is agreed by most everyone that the margin between what the producer gets—the manufacturer and farmer—and what the consumer pays, is entirely too great. The demgaogue—the loose thinker—of course, immediately says the retailer and the wholesaler are profiteers—and as a resut we see the middle man held up as man's greatest enemy.

#### Not profiteers

But facts are facts, and the outstanding fact is that the average retailer and the average wholesaler is not profiteering. In fact, quite the contrary—most of them are making a very meager profit and many of them are actually losing money.

The tone of the discussions of this conference might then be summed up in these words—
The margin between the producer and the consumer is too great—it can be reduced. While there may be an occasional profiteer, yet excessive profits are not responsible for this spread. The big gap is due rather, to unnecessary service, uneconomical practices and economic wastes.

Here are a few of the wastes discussed by the conference, particularly applicable to hardware.

Waste from business booms and depressions: We are all familiar with the crazy orgy of spending in a business boom—that leads to over-expansion and over-production—followed by reaction—then a period of unemployment and falling off of consumption—and falling prices.

Booms and depressions are a terrible economic waste and the public must pay the bill.

If the commercial forces can be so coordinated to prevent booms and reactions, if markets can be stabilized, then a long step will be taken toward eliminating a whole category of economic losses.

Waste from seasonable characteristics: Many lines of merchandise have seasonable demands. If these can be eliminated, the flow to the retailer and the consumer so stabilized that the manufacturer can stabilize his production, the cost can be reduced considerably. The hardware business is full of such seasonable products and, insofar as possible, stock orders should be placed for conservative future deliveries.

Waste from unnecessary terms, sizes and varieties: You have read much in Good HARDWARE during the past year or two on simplification and the necessity of reducing sizes, terms and varieties. For example, the decimal system of pricing and billing can reduce confusion and mistakes. By simplifying sizes and lines we cut down the varieties necessary to take care of the ordinary demands with much saving to retailers, consumers, wholesalers and manufacturers, again affecting the cost of distribution.

Waste through destructive competition: Every time there is a commercial failure, the public pays the bill. Every time a

(CONTINUED ON PAGE 130)

# Aim to please the eye and you may hit the pocketbook

How to flag the attention of customers by using color in show-cards

#### By L. E. Blair

of the University of Wisconsin

Color in show-cards commands attention.

But the colors must be right — they must harmonize.

Anyone can use and match colors after studying this article by Professor Blair.

He tells you the tricks of the trade in a manner so simple that all the "mystery" is taken out,

SOME retailers limit the colors of their show-cards to black and white exclusively.

Others use black and white for counter cards and use colored cards for window displays only.

There are plenty of arguments for defending such limitations, but nevertheless you have only to keep your eyes open in the retail section of any progressive commercial center to see how rapidly color is being given more and more attention in display advertising.

Two circumstances may account for this previous scarcity of colored show-card lettering.

One was that the use of black and white had become more or less of a habit or custom. The other was that the card writer knew little of mixing colors and still less of making commendable color schemes. "Matching" colors was considered a talent which only a few people possessed, rather than a scientific system which anyone could soon learn if he chose to give the matter a little thought and study.

The kind of color to use for hardware show-cards depends upon where the cards are to be placed.

Outdoor cards have to withstand exposure to the weather,

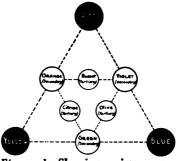


Figure 1—Showing primary, secondary and tertiary color combinations. For a description of this chart, see page 44

which requires that they be as nearly water-proof and sunproof as possible.

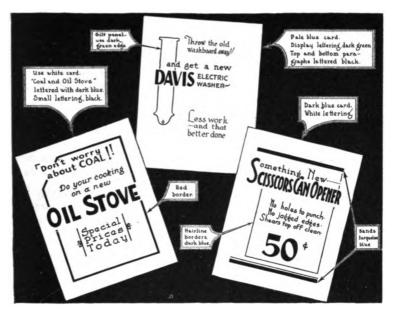
Indoor cards do not ordinarily have to meet such requirements. Therefore, water-colors are satisfactory for indoor cards, but outdoor cards require either oil or Japan. Oil is objectionable in that it takes forever and a day to dry and soaks into the card all around the lettering. Japan is better, since it dries quickly and does not spread.

All show-card colors contain three principal ingredients—the pigment or coloring matter, the vehicle in which this coloring matter is mixed or dissolved, and the binder which makes the pigments stick to the card and keeps it from turning to chalk or powder when the color has dried.

Without a binder, a watercolor would be like so much mud and could be rubbed off like dust when it dried. This binder, which is usually a small amount of mucilage in some form or other worked into the liquid, makes the color hang together so that it will brush on evenly. The vehicle simply liquefies the

RED Red Red Oranoe liolet ORANGE VIOLET Blue Yellow Violet Oranoe PRIMAPK X PRIMARY BLUE YELLOW Blue Green Vellow GUOOF GREEN

Figure 2—This chart makes color mixing easy. The correct use of the chart is described on page 44



Mr. Blair, in the above layout, has selected a variety of good color combinations

coloring matter so that it is suitable for painting with a brush.

Prepared colors ready to use are made with water as the liquefying vehicle.

Japan colors are purchased in a paste form in tubes or cans and are thinned for use with turpentine. Japan is in reality a drier, but this only makes it all the more desirable as a vehicle in this kind of work.

Colors may be purchased in a score of different hues, but occasionally some variation is wanted, and it is not always practical to keep a large stock of colors on hand when, no doubt, several of them would be used only once in a great while. Something must be known, then, about mixing colors if such a

stock is not to be kept on hand.

Fortunately, three colors are all that one actually needs and from these three any desired hue may be mixed. Of course, few card writers would limit their stock to three colors, for what they might save in cost by having such a simple outlay, they would lose through the extra work of mixing the hues. Nevertheless, these three colors form the starting point for all other colors, and since they spring from no other color in themselves, they are called primary colors. The primary colors are:

Red Blue Yellow

The first variation comes

about by mixing one primary color with another, as follows:

Red and Yellow..make..Orange Yellow and Blue . . make . . Green Blue and Red...make..Violet

The three colors, orange, green and violet, are called secondary colors.

Mixing secondary colors will form another set of hues that are known as tertiary colors.

Green and Violet..make. Olive Violet and Orange.make. Russet Orange and Green.make. Citron

By this time the colors have been so mixed together that they have lost their original flash and purity, and, among artists, they are known as "grays."

This is due to the fact that they have a part of all three primaries, as you can see by referring to Figure 1, page 41.

Mixing white with any hue will form a tint, and darkening it will form a shade. Beginning with the three primaries, red, yellow and blue, and supplementing these with white and black, one can manipulate their mixture and obtain any color desired, whether it goes by some well-known name such as pink, russet, or baby blue, or some fancier name like Elephant's Breath or London smoke.

#### The color wheel

If the primary, secondary and intervening colors are arranged in a circle in their proper order, what is known as a color wheel will result. Arranged as shown in Figure 2, page 42, the science of mixing colors and making up color schemes is easy to follow.

Color schemes may be grouped into four classes:

- 1. Monochrome.
- 2. Analogous.
- 3. Complementary. 4. Harmonized.

Monochrome, or one-color harmonies, are made by matching up two or more shades or tints of the same color, such as pale blue letters on a dark blue card, or cream letters on a dark tan card.

Analogous color schemes are made from two or three of the colors that adjoin each other on the color wheel, such as red and orange. The word "analogous" means neighboring, which explains the underlying principle of this type of color schemes.

Complementary schemes are made from complementary colors, which are colors that lie opposite each other across the color wheel, such as red and green. These colors contrast and are so unlike that they clash somewhat with each Complementary color schemes, therefore, are likely to be used for "jazz" effects, although they may be toned down to produce a softer and more refined result. The colors from which a complementary scheme is made include all three primaries, one color being made up of whatever primaries the other For example, green and red includes the three primaries by having yellow and blue in the green, and red in the remaining color.

Harmonized color schemes (CONTINUED ON PAGE 85)

# Monthly cash prizes for the best ideas from hardware men

GOOD HARDWARE pays \$2.00 in cash for each good idea about the hardware business which it publishes. Address THE IDEA EDITOR, GOOD HARDWARE.

### A sturdy portable fixture for rope and hose

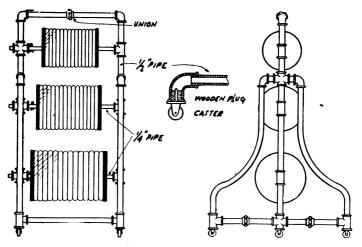
We believe that a portable fixture is always more convenient and attractive than one that is stationary. When it is possible, we make all our display racks so they may be moved about from one section of the store to another.

The rack described in the drawing below has been used in our store for both rope and garden hose.

It is very sturdy, but more than that it is a neat piece of work for customers to look at when they are examining goods.

A coat of black enamel finishes it off and makes it look like a manufactured article.

We were fortunate in getting from our plumber two standard four-way connections with a side outlet. If these cannot be had, two extra Ts, one just above the four-way connection on each upright, will have to be used. The unions are necessary to complete the connections in each pipe circuit. — Frank Harazin.



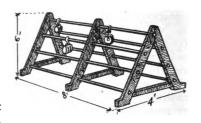
### Free use of knife sharpener



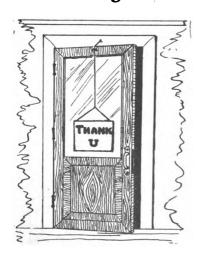
The best selling idea I have used in a long time. Just as simple as shown in the accompanying drawing. It is a knife sharpener attached at one end of a counter, with a small sign inviting everybody to sharpen their knives free. This is invaluable in convincing customers of the merits of knife sharpeners.—Leon MILLER.

### How we show block pulleys

We are in a section where there is a big call for various sizes of block pulleys. A display, as shown in the accompanying drawing, has put the knowledge across to the people that we can fill every pulley requirement. Our sales on block pulleys are active.—Weeks & Co.



### A sign that draws attention



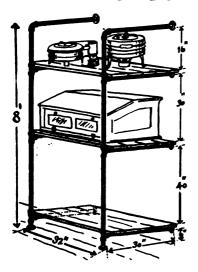
Here is a sign that is sure to draw attention. It hangs from a string attached to a staple in the top sill of the door frame. The string passes through another staple in the top of the door and holds the sign in place. As the door is opened the sign moves up to a level with the customer's eyes.

On the side of the sign facing the street is the official hardware emblem, Gifts of Utility. The word "Hello" is printed vertically, downward, on each side of the emblem.—H. C.

PALTZ.

National Mags

### Uses gas pipe to build fixture



A good kind of a display rack is one that can be utilized for several different items. Then the cost of display fixtures is reduced, and a seasonable line can always be shown.

Regular ½" gas pipe can be used to build almost any hanger type of fixture. The drawing opposite shows how flanges are used to attach the right angular connecting joints to a wall or post so that a union is not required to complete a pipe circuit.

Here is a fixture that is used to display poultry supplies, garden cultivators, oil stoves, auto tires, etc.—H. ARTHUR.

### A rack for long-handled tools

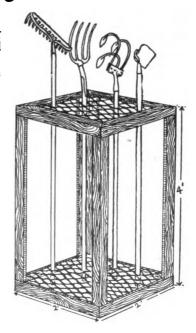
We attract many sales for long-handled tools by showing them in a display fixture placed out in front of the store.

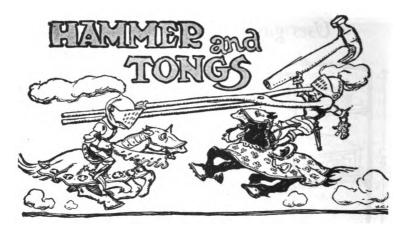
The illustration opposite gives an idea of the rack we use. It is simply a frame made of packing-box wood, with 2" mesh poultry netting stretched across the top and bottom.

If desired, casters may be put on the rack to make it easy to move about.

Only seasonable tools are shown in the display. But it is best to have every size and style represented, so that a passerby will know that he can get just what he is looking for.

Of course, when a sale is made it is usually taken from the larger display inside the store.—J. W. BRUNNELL.





STOCK-TAKING

Policeman (to suspicious stranger caught at midnight in a hardware store): What are you doing in this store?

Burglar: Can't you see I'm

taking stock?

A COLORFUL TRIP "Well, I came down with flying colors, anyhow," remarked the painter, as he fell with a pail of paint in each hand.

A poor memory is a blessing when applied to old troubles.

PAGE THE PLUMBER "Your aerial is leaking," said

the radio expert.
"Leaking!" exclaimed the amateur. "What a pity we didn't know yesterday, plumber was here!" know when the

WATER PUMPS?

Elsie: What makes your feet so wet?

Joan: I've been wearing pumps.

UNPOSTED

"I'm not going to stock any flat-keys," the greenhorn who had just gone into the hardware business said to the traveling salesman, "so you'd better put your samples away. There's no demand for flat-keys in this town. There isn't a flat in the whole place."

A lot of people who are neglecting the present think that the future has a lot in store for them.

PARENTAL AID

He: Then it is settled we are

to elope at midnight? She: Yes, darling!

"And are you sure you can get your trunk packed in time?"

"Oh, yes! Papa and mamma have both promised to help me."

DESTRUCTIVE

Irate Motorist: Gimme a stick of dynamite.

Storekeeper: For what purpose, please?

Irate Motorist: I wanta blow up a tire.

#### HAND POWER

It has been estimated that if all the hand-shak-ing of the last election could be put to milking cows, all the cows of the nation would be milked for a week.

#### PRO AND CON

First Flapper: Mae, are you

going to college?

Second Flapper: No, if you aren't good-looking, it won't do you any good, and if you are good-looking, a college education is superfluous.

#### THE TARGET

"I say, my boy," said the hunter, "is there anything to shoot down here?"

"Well, sir, there's the schoolmaster coming over the hill!"

Nine tailors can make a man; but they can't always make him pay.

#### MARY'S DILEMMA

"What's the matter there, Mary?"

"The children won't mind me,

ma'am."

"Well, why should they? engaged you to mind the chil-

#### IVORY VS. IRON

Railway Brakeman: Better keep your head inside the window.

Passenger: I can look out of the window if I want to.

Brakeman: I know you can. But if you damage any of the ironwork of the bridges you'll have to pay for it.

#### NOT OVER ANXIOUS

Ada: I understand your husband can't meet his creditors.

Jane: I don't believe he wants to especially.

#### WHEN HE MISSED IT

Miller: I forgot my umbrella this morning, dear.

Mrs. Miller: How did you come to remember having lost it?

"Well, I shouldn't have missed it, only I raised my hand to shut it when the rain stopped.

A CHIP ON HIS SHOULDER Mike went into a jewelry shop

to purchase a gold ring.
"Eighteen carat?" asked the

salesman.

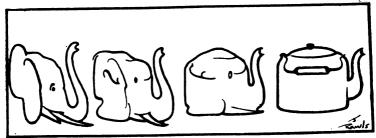
"You're a liar," said Mike. "Oi've been aitin' onions."

"Take it from me," said the timid young lady when she saw a mouse.



Uncle Silas: Say, postmaster, didja git that bolt o' cloth I ordered from the mail-order house?

Postmaster: Yep, here's a package for you-but it ain't no bolt o' cloth.



THE EVOLUTION OF A TEA-KETTLE

#### ANOTHER ONE

Dealer: You're Hardware turning that screw the wrong way, Pat. I thought I showed you how to do it yesterday.
Pat: Shure, sorr, this is an-

other screw.

#### CONFESSIONS OF A HUSBAND

"During courtship I talked and she listened. After marriage she talked and I listened. Now we both talk and the neighbors listen."

#### MUSIC EVERYWHERE

"I'm afraid you've made a mistake," said the musician. "I am certainly a doctor, but a doctor of music."

"Oh, yes," said the old lady. "I understand. I'm suffering from singing in my ears."

#### THE BABY'S METHOD

"Has the baby had the measles

yet, Mr. Smith?"

"Sh-sh! Don't speak so loud. Whenever he hears anything mentioned that he hasn't got, he cries for it!"

#### COYNESS WASTED

It was his first visit to the house, and they were sitting together on the settee.

"Oh, Mr. Harrison!" she mur-

mured.

"Please don't call me Mr. Harrison," he said.

"But," she cooed, "what shall I call you? I have known you so short a time, too."

She looked at him coyly.
"Call me," said he, "Mr. Patterson, because that is

name.

All that alitters is not sold.

#### OH, DOCTOR!

Doctor: Your pulse is as regular as clockwork.

Patient: That ain't my pulse you have hold of; it's my wristwatch.

# \$2 for jokes

Turn to the "Vices of 1925" on pages 18 and 19. If you can think of some clever situation, pun or smart saying relating to hardware stores. GOOD HARDWARE will pay you \$2 for each one accepted for "The Vices." We don't want jokes of the type used in "Hammer and Tongs" -study "The Vices" and you will see what we are after. Address The Vices Department, Good Hardware, 912 Broadway, New York, N. Y.

# Window trims sell poultry equipment

Through tying up its window displays with a poultry demonstration by the agricultural class of the local high school, the Philips and Allsebrook Hardware Company, of Lupton, Colo., greatly increased its sales of chicken wire, incubators, brooders, poultry feed, and other poultry supplies.

One window trim consisted of cage containing two prize - pullets and a cockerel, with cards giving scientific poultry rations. These cards were prepared by the high school agricultural class, and carefully explained the importance of proper feeding. Everyone who was interested in poultry raising was invited to come into the store and receive mimeographed copies of instructions on how to feed chickens to obtain maximum egg production. A second window contained an exhibit of incubators. brooders. and

chicken raising equipment.

"The display proved one of the best advertising features we ever used," declared H. B. Allsebrook, manager of the store.

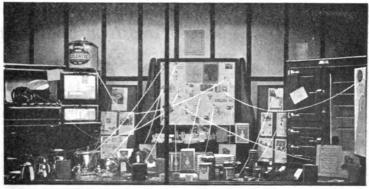
# A good tie-up with advertising

National advertising is a great thing for the hardware merchant who links up his store with the goods advertised. A clever way of doing this was hit upon by a Southern hardware company.

This firm installed a window designed to call the attention of every passerby to the fact that inside the store many lines of famous merchandise were on sale.

In the window background was posted a screen with several advertising pages cut from women's magazines pasted on it.

The goods mentioned in these advertisements were arranged about the window, with a line of ribbon running from the ad to the article itself.



In this window, lines of ribbon run from magazine advertisements to the articles advertised—a good tie-up with national advertising



This metal price list holder is made, · so that the price list can be slipped out for corrections. One holder hangs in each department

## Handy price card holder

Keeping clerks posted on price changes is an easy matter for one merchant who has, just outside his office, a blackboard on which the price changes are noted daily.

In each department of the store there is a metal price list holder of the type shown in the picture. The price card slips into the slots and is covered by glass. Each morning, the salesmen remove the card, and note any price changes and posts on the blackboard. The card is then returned the metal to holder for reference by that particular department.

# Collected 85% his bills

It's a hard job, sometimes, to extract money from slowpaving accounts.

Here's a little idea, invented by Walter Engard, of London, Ohio, which did the trick.

Mr. Engard sent out the enclosure shown below with all statements overdue.

It certainly brought home the bacon.

In six days after mailing it had squared better than 85% of all the delinquent accounts on his books.

Checks were extracted without pain.



In 10 days, the above enclosure collected 85% of the outstanding accounts

# Yardstick inlaid in counters

Much time can be saved if you inlay a yardstick in the edges of your counters. By making a groove with a wood chisel and securing the yardstick with some glue, it will be perfectly flush with the regular edge of the Rope and wire can counter. then be measured rapidly and accurately.



The value of a store display is doubled by putting a "homey" atmosphere into your setting

# Getting the setting for window displays

The day is past when a kitchen range, stuck in a window with a few brilliant crepe paper streamers around it, will arouse any interest. The progressive hardware store of today gives its merchandise an artistic, attractive setting.

In this window Barker Brothers, of Los Angeles, provide handsome, modern ranges with an appropriate pleasing environment. Here is a kitchen that cannot fail to enthrall the housewife. It causes her to pause and to study all the attractions and equipment so well displayed.

There are bright cretonne curtains at the sunny windows, a picture on the wall, a quaint braided rug upon the figured linoleum, and everything for fireside comfort. The ranges "speak for themselves" in this "homey" setting.

While not every store cannot

have as elaborate a display as this, still the idea can be readily adapted to less spacious windows and simpler backgrounds.

# Bridal gifts shown in his window

The manager of a hardware company in a small city in Iowa gained permission from several "brides-to-be" to exhibit, in the windows for a week previous to the wedding, any gifts that might be brought to his store.

He started the movement by putting the firm's card on an attractive piece of aluminum, together with the words, "A gift to Miss White." Friends of the young lady in question were reminded of their obligations and stepped into the store to select a gift to accompany the one displayed. From day to day other articles found their way to the exhibit and Miss White found her kitchen well supplied with good articles unduplicated.



# Watson made this month's cover

The handsome young artist in the above picture is Mr. Emmett Watson, who painted the cover used on this month's issue of GOOD HARDWARE.

Mr. Watson secured his art training with the Art Students' League of New York City, and has contributed work to "Life," "Judge" and many other periodicals.

Merchants south of the Mason and Dixon line will be interested in knowing that Mars' Watson hails from Richmond, Virginia, and that his favorite song is "Carry Me Back to Old Virginy."

While he has not as yet had the distinction of being endowed with the title of a Southern "Colonel," he served as sergeant in the 165th Infantry. overseas, during the War.

He has done many covers for GOOD HARDWARE.

# Show-card copy carries punch

Walbridge & Company, of Buffalo, New York, has a salesman who enjoys writing cards for the special items which go on sale. The cards get people's attention, make them laugh, and, best of all, make them buy.

Sometime ago the firm ran specials on electric curling irons at 98c. and \$1.19. In a few days' time they sold a hundred of the two makes. One of the show-cards which helped accomplish this result read:

"Mv! What a difference a few curls make on a bobbed-haired girl, and it takes but a few minutes with one of these curlers!"

Another card on the subject of curling irons was convincing as a sales argument:

35,000 of this make sold and the manufacturers have only had 7 requests for replacement.

A counter featuring hardware gifts, bore a card which may be varied for different gift seasons:

THE BRIDE WILL BE LATE!

But she expects her gift to be on time!

The cards are carefully lettered and changed frequently.

## Free drinking water

A water cooler, with free paper cups, is just as much appreciated in Winter as in Summer, and the store which provides one for its patrons builds good will.

# EROSLEYAGAIN LOWERS PRICES Big Reduction in Famous Trirdyn and other Radios



The biggest selling high grade receiver on the market—the Crosley Trirdyn—reduced from \$65 to \$50.

The Trirdyn Special—the beautiful Model with cabinet to house batteries—formerly \$75, now \$60.

The Crosley 51-P, a tremendous seller at \$25, reduced to \$23.50.

We unhesitatingly state that these sets, together with the other Crosley Radios, represent the biggest values ever offered.

## CROSLEY RADIOS JUSTLY POPULAR

Only the less expensive Crosley Radios have exceeded the Trirdyn in sales. This deserved popularity of the entire Crosley line is the result of extraordinary performance at a very low price.

The unique Trirdyn circuit—a combination of Armstrong Regeneration, Radio Frequency Amplification and Reflexed Audio Amplification has proven beyond a doubt that the features of selectivity, vo.ume and ease of operation can be obtained with three tubes better than heretofore has been possible with five or even six.

Hundreds of voluntary letters have come to us, telling of the hundralleled foreign reception during international test week with Trirdyns and all other Crosley Radios; even the little one-tube Crosley 50 at only \$14.50.

It is this continued remarkable performance that has created such a tremendous demand for Crosley Radios. And it is this great popularity that now allows us to decrease ou; production costs and pass this large saving along to you.

Most good Jobbers handle Crosley Radios. You will make no mistake in selling them.

All Crosley Receivers contain the famous Armstrong Regenerative circuit, and are licensed under the Armstrong U. S. Patent No. 1,113,149

As is customary prices shown do not include tubes, phones, loud speakers or batteries.

Prices West of Rockies-add 10%

Tubes do the work of 5

CROSLE \$16 ROSLEY Special CROSLEY Speaal Three Tube . 0 0 ... 0

Write for complete catalog

#### THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., President

248 Sassafras Street

CROSLEY

Cincinnati, Ohio

CROSLEY

TRIRDIN Special Now

Crosley owns and operates Broadcasting Station WLW

# Is the hardware chain store coming?

(CONTINUED FROM PAGE 16)

their present methods, they will perhaps make a satisfactory profit—but not that million dollars. A retail chain is essentially a mass proposition, and effects its greatest economies in great centers of population.

The chain system which operates wholly in sparsely settled sections can effect but a few of the chain economies—but once established in a mass center, it can, however, reach out to rural sections. That has not only been the history of the greatest chain systems of this country, but of Europe as well.

Now, here is another chain principle: The big chain doesn't thrive by getting all the business of a given number of families—or by getting the major portion of the business of a given community. It thrives by getting only a part—a selected portion, if you please—of a large number of families, and by taking it away from a large number of dealers.

In other words, a chain can never take all of your business, but it can take a small part of it, and it thrives by taking a small portion from many dealers. So it is the city hardware dealer who should be most concerned about the coming of the chain.

## The chain "bugaboo"

What about the future of the independent hardware dealers? Is the chain going to put him out of business? If you happen to

be one, don't lose any sleep over the chain bugaboo. Even in the grocery field, where chains have reached a high degree of development, they have but 15% of the total business.

The intelligent independent merchant can make more money in groceries today than ever before—right in the midst of a hotbed of chains. Even in Europe, where chains have reached their greatest development, there are still independent merchants making money. The chain will only take a small portion of the business, but a profitable portion. Is it not already, to some extent, doing so through the Woolworth, Grant and similar stores?

#### Best minds consulted

The publishers of this magazine, The Butterick Publishing Company, have been following merchandising trends, both here and abroad, for more than 50 vears. Its whole business life has been tied up with selling Indeed, the Butterick ideas. company is the manufacturer and distributor of products sold through 15,000 retail outlets, many of which are chains. Hundreds of thousands of dollars worth of its products are sold in European markets, where chains of many types flourish.

Because of a vital interest in the subject, the entire merchandising field has been carefully studied in an endeavor to get at some of the fundamentals of chain operation—hardware, dry goods, groceries, cigars, and drugs. The best merchandising minds the country over have



# Get Them Back For More!

Have a label printed, about 3 x 6 inches, and slap one on every container you fill this year—paint, shellac, turpentine, alcohol, lubricating oil.

Change the wording of our suggestion above, as your stock suggests, but make every package you send out do its full share of advertising your store.

"Bowser tanks keep all the original quality in oils"—that's an important thing for your customers to know. You tell 'em!

Ask for folder 54

S.F. Bowser & Company, Inc.

Pump and Tank Headquarters

PORT WAYNE, INDIANA.

Salve and Service Offices and Representatives Everywhere

Our stores division will gladly help you plan a comprehensive and economical storage system for your paint oils. Ask us.



been consulted. When all these opinions and facts are taken into account, the pros and cons weighed—the inevitable conclusion—distasteful as it is to us—is that a big hardware chain is entirely within the realm of possibility—and that some bright young genius within the next business generation is going to make a million dollars in putting over the first really big hardware chain.

In a succeeding article the difficulties, the advantages. and the limitations of the hardware chain will be discussed, and what you as an independent merchant can do to fortify your position.

# Reduce varieties of loaded shells

The good work in simplification continues. One after another, the lines of hardware are being cleaned up—and the unnecessary varieties relegated to the discard. The movement has now taken in loaded shells.

## Reduced 57%

Heretofore it has taken 4,067 varieties of shot-shells to take care of the wants of sportsmen. At a conference participated in by the Division of Simplified Practice, Department of Commerce, the leading shell and powder companies and the various hardware associations, it was decided to reduce the varieties to 1,747 and to eliminate 2,320, resulting in a reduction of variety of 57%.

The 2,320 varieties which

were eliminated—only make up 5% of the total volume of business. The new standard load list, comprising 1,747 loads, made up 95% of sales, according to statements of the loading companies.

## All benefit

When you come to think how many special manufacturing operations this eliminates, how much floor space it saves the distributor and how much better your shot-shell stock will look without a dozen or so dusty boxes of special loads waiting for the crank customer, you will agree that this simplification will result in endless saving for retailer, wholesaler and manufacturer.

Undoubtedly service to sportsmen will be improved by this elimination. When stocks of these special loads are cleared from warehouses and dealers' shelves, the progress of distributing shot-shells to the sportsmens' hands will not be interrupted, for the peculiar load desires of a few individuals. Catering to them probably has often held up your stock order to await the loading of a few of the 2.320 loads eliminated for which the demand was so small that stocks were not on hand when called for.

Fashion hint for hardware dealers: Coat pockets will be decorated with GOOD HARDWARE.

## BUILDERS' HARDWARE



The National Manufacturing Company sells through the retail dealer ONLY. This sales policy, adopted at the organization of the Company, has enabled us to give

our customers better quality, prompter shipment of goods as ordered without substitution and greater cooperation in advertising and selling them.

A complete net price-list and cataloguewillglad-

ly be sent upon request. Send for it to-day.

A TANKER DESCRIPTION OF THE TANKE

# Natienal

# NATIONAL MANUFACTURING COMPANY STERLING, ILLINOIS

It pays to mention GOOD HARDWARE in answering advertisements

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# When Lincoln sold nails behind the counter

(CONTINUED FROM PAGE 21)

there were four stores in the town. Failing to secure employment at any of these stores, Lincoln decided to buy a store.

He had no money. Neither had his partner, Berry. Their notes were accepted for the stock of one store. They had hardly started when another store was sold to them for \$650—in notes. They then bought a third store in the town—again giving their notes. The aggregate value of this entire stock of merchandise was about \$1,500.

Lincoln's partner, Berry, is said to have been addicted to drink. Lincoln loved books, and spent much of his time in reading. He learned surveying and often earned as much as \$3 per day in this work. He was also postmaster.

Between his duties as surveyor and postmaster, Lincoln had little time for the store, and its management was left to Berry.

Their notes came due, their merchandise stock had dwindled, they had lost courage and finally they sold the store to the Trent Brothers, taking their notes in payment. When these notes came due the Trent Brothers disappeared. The merchandise was seized by creditors, and the doors were closed, never to open again.

## 17 years to pay debts

Lincoln's partner died and it took Lincoln 17 years to pay the accumulated debts.

"Those debts," said Lincoln,

"were the greatest obstacle of my life. I had no way of speculating, and couldn't earn money except by labor; and to earn by labor \$1,100, besides my living, seemed the work of a whole lifetime.

There was but one way out. I went to my creditors and told them that if they would let me alone, I would give them all I could earn over my living as fast as I could earn it."

Lincoln failed as a merchant, but he has gone down in history as "a man for the ages." His fame is secure for all time.

## The power of display

Do window displays sell goods? A New York State hardware store reports selling more than 13 dozen clothes baskets and two dozen hampers, as the result of a window display featuring these goods at prices of 79c., 89c. and 98c.

In the same store, a display of aluminum, placed on a counter and priced \$1, sold over 100 pieces of this class of goods in less than two weeks.

In five years GOOD HARDWARE has grown from a mere infant to the most widely read hardware magazine published—and a position of influence.

# How to pick men who will help you succeed

(CONTINUED FROM PAGE 25)

given with three alternative endings or answers which might be scored.

A man was told to pick out and mark the best ending for each statement. For example:

If you are held up and robbed in a strange city you should:

- ( ) borrow some money at a bank.
- ( ) apply to the police for help.
- ( ) ask the first man you meet for money to get home,

Glass insulators are used to fasten telegraph wires because:

- ( ) the glass keeps the pole from being burned.
- ( ) glass is cheap and attractive.
- ( ) glass keeps the current from escaping.

The man who can respond quickly and accurately to a dozen simple problems like this is pretty sure to be well balanced in judgment, especially if someone is sitting over him and telling him to hurry.

3. Is he emotionally stable? Better still, perhaps, is he human? The psychologist has various ways of getting at emotional stability—to find out what kinds of things excite a man or woman, and to what extent they are like others around them. One of the methods is called the Free Association Test.

A number of words are given the subject, one at a time, and after each word the subject utters the first word he thinks of. For example, after "table," people naturally think of "chair" or "wood." An unnatural response would be "fire." A good many such unnatural responses, especially if they bring with them excited attitudes, indicate instability.

A man who is human thinks highly of his mother, hopes to have a home and children, likes his country and does not like to hear of suffering and injury to others. These are basic lines of sentiment upon which civilization depends.

#### Not an asset

The sales clerk who cannot enjoy the pleasures of his customers, and sympathize with their distresses is not quite normal on the emotional side. He is probably lacking in fundamental sentiments, and he is not the best kind of asset in retailing. In hiring a salesperson—pass him up. Occasionally the over-emotional, partly hysterical person is found, especially among women, and he may be a poor one to take a chance on.

4. Is he socially attractive? Here we come to the most important and yet the most illusive of all the dimensions of personality. It is the trait that is most difficult to define satisfactorily. A clerk who is well dressed is attractive to one person. Another person overlooks dress but is impressed by smiles and jovial greetings. A slap on the back goes well with one man; with another it is extremely offensive.

All we can do is to give certain general principles that usually hold as items of social at-

tractiveness. In the first place it is well to remember that all of us like to be around other people more or less. In other words, people are attractive unless there is some reason for their unattractiveness. In our friends and associates, however, we do expect:

NEATNESS. Soiled clothes and dirty hands are unpleasant. But it is well to remember that neatness and orderliness in store arrangement does not always follow from neatness of clothes. Neatness is a habit, and habits may be highly specialized. But orderliness can be taught to any teachable man.

AN AIR OF OPTIMISM. A pleasing expression goes a long way; but wholesome, buoyant talk is more important. One applied psychologist has found it useful to ask questions like these:

"If a stranger cursed you for something you did not do, but which happened near you, what would you be most apt to do?" or "To what extent do you think a man may live long, be very poor, and yet be happy?"

The answer will give you an index of optimism.

A SOCIAL MINDED MAN instead of egotist. One analyst has found it useful to count the proportion of I's in an ordinary letter of application written by the applicant.

A man who is social minded will be as ready to listen as to talk himself. He will be apt to ask questions about the other man. One employer of highgrade salesmen says all he wants to do, in order to test out an applicant, is to get him to talking a bit. Give a clumsy egotist just a little rope and he will always hang himself.

FRANKNESS. This trait is, of course, closely related to honesty. At least it gives the impression of honesty, to the other We do not like people about us who are a bit sly, or who only tell a little about interesting things which have happened.

We enjoy frank, open expression-always, however, within limits. There is no more tiresome person than the one who tells all he or she knows. Frankness can also be estimated somewhat from a letter of application, but it is much more accurately gauged from conversation—the man-to-man type.

VARIETY INACTION. Variety may take several forms. Wit in a person is one form which excites our interest, but it is not indispensable. ling enthusiasm is another type.

It is one of the fundamental mental laws that we attend to. and are interested in, things which keep changing. The person whose actions cannot be easily predicted is more attractive every time (other things being equal) than the easily predictable kind. He will give your customers more sales anglesand they will "like" him.

So much for the complex trait of social attractiveness. There are perhaps other angles which might be considered if more space were taken. Then there are a number of abilities which



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are combinations of traits already mentioned.

Leadership, for example, is mainly a combination of aggressiveness and tenacity with a certain amount of social mindedness.

Honesty is a moral trait which should hardly be included under personality so much as character. It is a matter of habits and social viewpoint.

#### A subtle combination

Summing it up, personality is a subtle combination of many desirable traits. It is a balance between tendencies, any one of which, if carried to an extreme, makes a man obnoxious and objectionable. It is illusive in that, if a man suddenly decides to manufacture personality, to say that from now on "I will have personality"—he will fail.

Personality is like influence; a man who sets out to exert influence rarely does it. Influence is a by-product of force and intelligence. Personality is a by-product of intelligence directed to getting on effectively in society.

It is wrong, however, to infer for a minute that personality cannot be developed. It certainly can. It depends on training one's self in the various specific traits which I have mentioned.

## Timely advice

Often a piece of timely advice from employer to clerk will lead to a correction that will double a man's effectiveness. One boy needs to straighten his spine more when talking, another to read more during spare evenings in order to get variety into his viewpoints. A third must learn the habit of finishing a job once started.

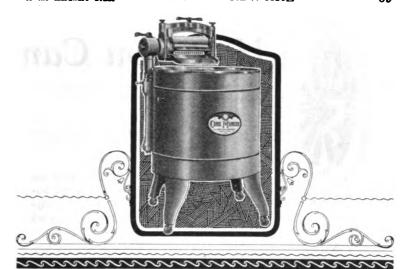
There is hardly any one idea that so much develops sales personality as the idea of 100% service to the community—if a man once gets it well grounded in.

Analyzing and measuring personality leads, then, to the question of developing it, and the employer must aid the home and the school in this tremendous task.

# A Washington cherry tree display

A good window display idea for February can be built up around the legend of Washington and the cherry tree. Porter Avenue Hardware Store of San Fernando, California, used a fallen eucalyptus tree on which were suspended wooden beads painted the color of cherries. A bright, efficient-looking hatchet from the hardware stock showed to good advantage in the stump of the cut-down tree. It is easy to attract public attention when you link up displays with current holidays.

Do you know that the family of GOOD HARDWARE readers is now the largest hardware family in the world?



# Smashing all Washer Sales

NE Minute now offers the great-est Dealer Opportunity ever presented to those who sell Electric Washers. So rapidly has this great One Minute grown to popularity, that former washer sales records that former washer sales records have been swept aside and new high levels reached by progressive dealers everywhere. The

ers everywhere. Reason is Plainnormal washer market, in any locality, becomes twice or three times as great with this advanced washer. No longer are women satisfied with ordinary washers when they see this one in ac-Add to this intion. creased demand –a high percentage of sales which have previously gone to other washers in the same price class

and you have the answer to and you have the answer to the phenomenal dealer success of the One Minute Model 52. In one sure stroke a new standard in electric washer construction, Action, Beauty and Simplicity has been established by the One Minute. It embodies numerous exclusive and outstanding features.

The progressive washer who is interested in making 1925 the best year has washer known should ever lose no time in writing us for details of the One Minute Franchise.

An aggressive co-operative merchandising plan will help you dominate washer sales in any locality. Write for details.



# ONE MINUTE MANUFACTURING CO. **NEWTON, IOWA**





# How You Can

THE hardware dealer who fails to feature Weeds in "Chain Weather" is missing profits on one of the fastest selling auto accessories.

Thousands of dealers have adopted the rainy day Weed window sign idea and feature Weed displays when streets are slippery. Remember the weather helps you sell -turn rainy and snowy days to profit.

Counter cards and window displays help to tie up with Weed national advertising. Many hardware dealers are making bigger profits from their auto accessory departments by featuring Weeds. Your jobber will see that you are supplied with effective material—ask him to.

# WEED CHAINS

#### Elwel Cow Ties



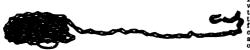
than rope for the dairy and lasts long-er. Saves the Dairy-man's time. A good profit maker. Many with farm sell hundreds ear. Also furtrade each year. Chain.

#### Elweltra Trace Chains



There's good profit in these electrically welded trace chains. The name "ELWEL-TRA" and "GUARANTEED" cast into every swivel. Lengths from 6½ to 9 feet. Furnished bright or japanned — Electro Galvanized or Electro Copper plated. Ask your jobber.

#### **Utility Chain**



Log or binding chain will serve your cus-tomers much better than rope. contractor needs or two of these eral utilian company 926 one or two of these

# Sell More Chain—

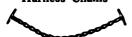
## Some Uses for Which Chain is Best

H ARDWARE dealers lose thousands of sales because customers rarely consider the advantages of Chain in everyday use. We plan to give you, through the pages of this magazine, sound selling help on Chain—to give you ideas on Chain uses—to help you make displays that will get you more profit from this staple product.

Remember, and point out to your customers, that when they want (1) great flexibility, (2) strength, and (3) resistance to cutting and abrasion, that chain is best. Chain is more sanitary than materials substituted for it. It lasts longer.

We want to help you sell more chain as opposed to substitute products which you may not even sell, or on which you make less money. We are now providing attractive displays—good merchandising ideas, through your jobber. We want to give you more. Send us your suggestions. Tell us what we can do to help you make more sales.





Ajax breast chain and Elwel heel chains are preferred by horse owners who appreciate true economy. Farmers, particularly, use them. We make a complete line of harness chain—also harness hardware. This is the big season.

#### Tie Out Chains

No rotting like leather or rope — more sanitary. Heavily galvanized and last for years dependable. When them to your trade. Ask for Tenson pattern



## AMERICAN CHAIN COMPANY Inc.

BRIDGEPORT
IN CANADA
Dominion Chele Co. Limited. Negare Fells, Ont.

CONNECTICUT
DISTRICT SALES OFFICES

Veldless American Class Company

World's Largest Manufacturers of Welded and Weldless Chains for all Purposes.

# Four brothers, one sister, a store and "system"

(CONTINUED FROM PAGE 27)

- 2. Cutlery and fancy goods.
- 3. Sporting goods and auto accessories.
  - 4. Builders' hardware.
  - 5. Paints, oils, brushes.
- 6. Household goods, china, refrigerators, enamel and aluminum ware.
- 7. Mantles, tiles, hearths, lighting fixtures.

8. Miscellaneous.

In order to organize thoroughly and be better able to place credit and criticism where it was due, the departments were allotted to the supervision of various members of the family.

Results were felt immediately. First, it was discovered that the department handling cutlery and the one dealing in auto accessories were losing money.

Evidently it was time to make some readjustments. Where could the fault lie? Matters were gone over carefully in conference and it was reported that sales were good in these departments, and they seemed to have been allotted the proper position and amount of floor space.

Those in charge knew their merchandise and how to buy at advantageous prices. Finally it was determined that the loss was due to lack of adequate turnover because of overstock.

#### Readjustment made

No time was wasted in bringing about a readjustment. At once a surprising improvement in these departments was noticed. Many a hardware store, run properly in many ways yet with little system, could be turned into a much better money-making machine if department divisions were carefully thought out and a complete record kept of all details.

Comparisons, possible through the system now used by the Ogden Company, brought out the interesting fact that, while the entire business made a sales increase of 65% during a six months' period in 1923, as compared with the same period of the previous year, the greatest gain was in the departments of tools and builders' hardware.

## Check up on prices

Under the present division of management, all charge slips are delivered to the treasurer's desk each morning, and cost and selling figures placed on them by him for the bookkeeper's information.

The addition of selling prices is not always necessary, of course, if they have been supplied by the clerk at the time of purchase. However, adjustments are sometimes necessary for various reasons: perhaps because of a quantity order by the customer, or perhaps because the person placing the order knew he would receive fair dealing, and the price is found to have fallen recently so that a slight shading of "over the counter quotations" are therefore warranted.

Through the process of systematizing, the Ogden brothers learned that they could move as much as \$400 worth of house-



# As Good as it Looks

FINISHED in deep Black and Orange this Akron Barrow invites your customer to try it out. He will like its sturdy build and its easy way of handling.

The hickory handles are comfortably spaced. The wheel runs true and free. The pan is of ample size and is level when in wheeling position. The braced body stands the "gaff". It's a man's size barrow—and the price is low.

Quick sales have made this barrow a leader with Jobbers and Dealers. Order your Spring supply now. If your Jobber does not carry Akron Barrows, write us direct and mention his name.

AKRON BARROW COMPANY
3140 East 65th Street Cleveland, Ohio



hold stuff in a single day. Of course, that was an exceptional day, but, under the old arrangement, with its accompanying lack of detailed knowledge, even so important a fact could not have been learned.

## Toys good paying stock

It was further found out, by planning, experimenting, and more systematizing, that, though there was good business in retailing household merchandise, there was a better-paying stock which could be put in its place for a season.

This temporary supplanting line is toys. Under this plan, a space of about 20 x 100 feet is cleared in the household department on the second floor, and some \$3,000 worth of toys put in.

But toys are mostly novelties, and for the greater part, are seasonal things at best. Novelties must move, or they prove themselves to be a loss, no matter how great the book profit, or how little the cost price and overhead.

The Ogdens found this to be a fact. They are careful in buying their large stock. Only such things are selected as may be disposed of with a minimum leftover for storing and carrying over between one such season and the next. This department has close supervision.

## Monthly conference

Following out the idea of system in all things pertaining to the business, the president of the company calls a conference once each month. Every member of the organization must attend. These meetings are of inestimable value to the welfare and benefit of the concern. At such times criticisms are advanced and threshed out.

There's nothing like free speech at such meetings to bring out the faults of a business. The delivery man insists that every package shall have the correct name and initials, house number and street address. And so on down the line. These gatherings bring out many things that prove of great and genuine assistance in the smooth and effective running of the organization.

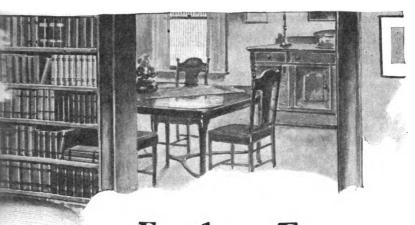
## Held evenings

In order not to interfere with business hours, such conferences are held from 7 to 7.30 o'clock in the evening—and if there is a factory expert, or a visitor to demonstrate a vacuum cleaner, churn, or other piece of mechanical stock, or one who comes to give selling points on a particular product, he is given an audience at the same hour.

"You know," says J. Stevens Ogden, "I believe that the chief fault of hardware stores in general, is that they don't have enough method and system.

"I never heard of one that complained of having too much."

There must be a reason why GOOD HARD-WARE is now read by more hardware dealers than any other magazine.



# Excels on Every Sales and Service Count

- (1) Furnacette outclasses them all in good looks! Its clean, trim lines, graceful design and handsomely finished, walnut-grained, enameled cabinet harmonize with any furniture setting or interior decorating scheme.
- (2) Furnacette heats the whole house—efficiently and economically—by convection like the best warm-air furnaces, not by radiation, like stoves. In the Furnacette are incorporated leading heating features found in Mueller, Furnaces and Boilers.
- (3) Furnacette sells!—not only because it looks better and heats better than the ordinary cabinet heater or "parlor furnace", but also because of Mueller re-sale co-operation, available to all Furnacette dealers.
- (4) Furnacette has back of it the favorable reputation and prestige of a concern known for the making of dependable heating equipment for 68 years.

Convert the universal interest in cabinet heaters into profit by selling the heater that excels on every sales and service count—Mueller Furnacette. Write for complete descriptive information, terms, prices and discounts.

L. J. MUELLER FURNACE CO., Milwaukee, Wis.

# furnacette

# Avoiding income tax errors that cost time and money

(CONTINUED FROM PAGE 34)

income return are as follows:

- 1. Net Sales.
- 2. Cost of Goods Sold.
- 3. Gross Profit from Sales.
- 4. Expenses.
- 5. Net Profit.

A typical profit and loss statement is shown with this article and after you have made up such a statement you will find it a simple matter to transfer the figures from this profit and loss statement to the income tax return form you must file.

Here's the way to work up these facts and the allowances to be made:

1st—Net sales: This is the amount of your yearly sales less merchandise returns and allowances made on sales.

2nd—Cost of goods sold: This figure is made up of your January 1, 1924, inventory, merchandise purchases, freight and cartage inward to your store for the year 1924, less the inventory taken December 31, 1924.

3rd—Gross profit from sales: This is the amount which remains after deducting the "cost of the goods sold" from the "net sales."

4th — Expenses: This is made up of salaries, wages, advertising, delivery expense, cost of postage, telephone, telegraph, stationery, printing, office and store supplies, rent, light, fuel, power, water, taxes, insurance, depreciation, loss from bad debts and any other sundry expenditures.

Remember that if you enter salary or wages for your own service or the services of your wife or dependent minor children under expense, such salary or wages become the first entry on the form to be added to the amount derived from your business.

The Government allows you to take a maximum depreciation of 10% on fixtures, 20% on automobiles used for delivery equipment and if you own the building, 2% depreciation if it is brick and 3% if it is frame construction. This depreciation is to be taken on present value.

Repairs, when made as such, are an expense of doing business. However, you cannot deduct installation of new equipment or improvements to your building and call them repairs.

You may also deduct the cost of employees' liability insurance carried to protect your employees from injury sustained while working for you. But you cannot deduct the cost of insurance of a benefit or endowment nature.

## Personal expenses

The revenue tax collectors report that many false returns are made unwittingly by merchants who include personal expense in their expense of doing business. For instance, if you made a trip to a hardware dealers' convention, this cannot be charged as an expense to your business; but if you sent your clerk to the convention and paid his expenses, this is part of your expense of doing business.

An automobile bought for

# Aim to please the eye and hit the pocketbook

(CONTINUED FROM PAGE 44)

may consist of three colors (a pair of analogous colors and their complementary), or four colors (two pairs of analogous colors complementary to each other). In this way the colors contain both contrast and variety and yet harmonize all around.

A simple way of obtaining a combination of three colors is to start with some color on the color wheel and select the fifth and eighth colors away from it on the wheel for the other two.

This combination can be improved by toning down the first color, using some of its complementary on the other side of the wheel to subdue it, using the fifth color grayed by its complementary to about half its original brightness and purity, and using the eighth color full strength.

This improvement may be accomplished in other ways, such as using less of a color on the design instead of graying it down. A word or two in a bright tone may equal the strength of an entire paragraph of lettering somewhat grayed in tone.

Rugs and tapestries depend on harmonized or completed color schemes, as they are sometimes called, more than any other kind of color scheme.

In a hardware business such color schemes are more likely to be used for elaborate window displays than for the general run of cards.

The color of the card stock should be considered as part of the card color scheme. The card stock acts as a background upon which the lettering should stand out, so for that reason it should be subdued in tone. If the card stock is too brilliant, however, it will catch the eye, instead of the lettering, and the card will lack commercial value.

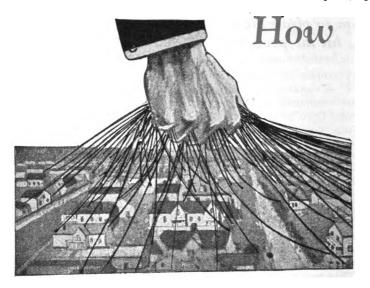
There is no end to the study of color, although the foregoing paragraphs cover all the essentials. Anyone interested in seeing how many combinations and how many variations can be made by using dfferent strengths and varying amounts of color will, sooner or later, develop into more or less of an expert on "matching" colors in a scientific way.

## Complementary colors

Some colors, such as those which are complementary to each other, will emphasize each other if they are placed closely together. Green and red, as well as other combinations, develop into rather loud combinations when so used. Such colors work better if they are toned down somewhat.

Warm colors—that is, such colors as tend to be red in character, will appear to be closer to you than they really are, while cold colors, those that tend toward blue, will appear to be more distant. These colors are classed as receding or advancing colors for that reason.

A room painted in white or light blue appears larger than one of the same size which is painted red, on this account.



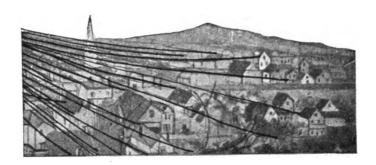
BUSINESS of \$850,000,000, according to the best estimates, was done by the big mail order houses last year. That's about \$8 for every man, woman and child in the country.

How much of this did they take out of your town? How much did they get right out of your own store?

The mail order houses got this business by advertising. A good deal of it was secured by advertising in magazines that reach the home—women's magazines. Last year they spent hundreds of thousands of dollars in advertising in these publications. This advertising took business away from you.

They cannot use The Delineator for this purpose. The Delineator does not accept or publish competitive advertising of the big catalogue houses. The Delineator believes in the retail merchant. It believes that he is an asset to the community, and that his interests should be protected. It believes that people should be urged to spend their money in the towns where they live, so that it will stay in the community and work for them.

# Does This Affect YOU?



What do you think of our stand? Are you in favor of it? Practically every other woman's publication accepts this advertising—except The Delineator. Should we?

We'd like to hear from you. We want to know how you feel. By refusing to accept mail order house advertising we turn away hundreds of thousands of dollars each year in advertising revenue. But we believe it is worth it—that by barring the cut price appeals from The Delineator's pages we are helping you get more business. Are we right?

Tell us what you think. Your letter will be held as confidential. Your comments and ideas will be welcomed. Write us today. Address your letter to Mr. H. S. Lines, The Butterick Publishing Company, Butterick Building, N. Y. Send it now. We want to hear from you.

# THE DELINEATOR

FOUNDER OF BETTER HOMES IN AMERICA

THE BUTTERICK PUBLISHING COMPANY NEW YORK



OU can sell almost every poultry raiser some of these Sanitary Brood Coops. One of the handiest, most practical devices on the market for raising little chicks. Made throughout heavy galvanized steel, large and roomy. Easily set up or taken apart. Small door for chicks, large door for hen. Ample ventilation—both top and bottom. Rat and vermin - proof. Sliding top and removable bottom make coop easy to clean.



Liberal dealer profits in this item and all other Oakes quality poultry supplies — incubators, hovers, fountains, feeders, etc. Write today for complete catalog and dealer's discounts.

The Oakes Manufacturing Co. 345 Dearborn St., Tipton, Ind.

Light colors show up better on dark backgrounds, and dark letters show up better on light backgrounds.

Yellow letters, for example, do not stand out on a light tan card. Yellow letters on a dark blue or black card are excellent and quite a favorite with outdoor poster artists.

A study of posters will indicate other combinations which are good for catching the eye. If light letters are used on a light card, outlining them with a dark color will make them more legible, while outlining dark letters with a light color will set them off on a dark mount.

"A trial will convince you" of what a change results from this simple procedure.

Women differ from men in favoring more delicate and refined color schemes. For hardware cards, however, it is better to stick to the less complicated color combinations.

Aim always, on any card, to have some one color stand out so as to command first attention, another to get secondary attention, and so on down the line. In other words, have a system to the color plan instead of slapping on the color anywhere and everywhere. Study, practice and plenty of headwork make the shortest route to getting the most out of lettering cards in colors.

GOOD HARDWARE, the profit book of the hardware trade.

# Turnover in varied lines compared

Do you ever wonder, how many times a year the average hardware store turns its stock as compared with other stores?

The accompanying illustration gives you that information.

The average hardware stock turn of 1923, as reported by the National Retail Hardware Association, is 2.4 times. But remember that this is an average figure and averages are not good to use as a goal, but are rather to be used only as a basis of comparison. Many well-managed stores have a much higher rate of stock turn.

The hardware store has certain conditions to contend with and therefore it should not have the same stock turn as other lines of business. To say that a hardware dealer should increase his stock turn because the department store and the grocery store have him beat, is drawing the wrong conclusion.

Stock turn is not everything in merchandising, but it is a mighty big thing. Perhaps no other subject has received more attention during the past few years than this one. Even though your problems are wholely different from those of the grocer or dry goods man, it will, nevertheless, pay you to study their methods with a view of getting a better hardware stock turn. An hour spent in talking with an intelligent grocer or dry goods man is well spent.

	STOCK TURN
BOOTS & S	1.9
DRUGS DP	2.1
CLOTHING QQF	2.1
HARDWARE - QQ =	2.4
DEP'T ST. QQQ	3.1
GROCERIES «DODOCOCOCOCOCOCOCOCOCOCOCOCOCOCOCOCOCOC	<i>[</i> ≠ 10.1

Annual stock turn of various mercantile lines

# **TOOL HISTORY**

#### II. The carpenter's saw

The Stone Age saw—four groups of flint teeth held in a wood frame by asphalt



Below is the first example of the bronze saw, used about 900 B.C. It was found in Switzerland



About 300 B.C., iron saws with a pull were used in Egypt



An early American saw of the kind developed after steel was discovered



Today, saws valued at more than \$140,000,000 are made in America annually



# Keeping hardware trade at home

Ten rules for keeping the hardware business in the hardware store are given by Edward Arps, of 281 17th Avenue, San Francisco, California. Mr. Arps says:

- 1. Put a noble purpose in your business.
- 2. Let the higher law of selfishness guide that purpose.
- 3. Spend at least 2% of your sales for advertising.
- 4. Start your own house organ and solve the proposition that all advertising should be good literature.
- 5. Make every effort to "Fordize" your business, that is, lower your re-sale prices to a uniform profit, make an effort to raise wages to your help, cut out every avenue of waste and stake your faith in making your money in the turnovers.
- 6. Take 10% of your profits and create a community rotating fund to improve the credit system.
- 7. Cooperate on everything and anything to improve your buying power. We have 10 traveling salesmen where one could do the business. Any waste that hurts society is sin and a way must be found to kill it.
- 8. Live, practice and shout a square deal and kill the innate craving that people have to get something for nothing. It is like sowing winds to reap whirl-winds.
- 9. Run an exchange bureau in connection with your store.
- 10. Keep up with the spirit of the times. Condition them to your business, it being understood that you know the hardware business and can supply goods as they are called for.



# SARGENT Locks & Hardware



# 100's... 50's... 25's... ...the new way is the best

All Sargent bright wire goods and brass cup and screw hooks are listed by the hundred and packed in boxes of 100. Larger sizes are packed 50 and in some cases 25 in a box.

The decimal system of packing and pricing is greatly superior to the old system. It simplifies the figuring necessary to arrive at a price for any quantity. It saves time. It is an additional reason why you should handle these attractive goods.

Write for price sheet showing prices by the hundred as compared with the old list by the gross, and giving the quantity in a box of each number. Our Co-operative Advertising Service Booklet will also be sent upon request.

## SARGENT & COMPANY

Hardware Manufacturers

NEW HAVEN, CONNECTICUT

New York: 92-98 Centre Street Chicago: 221-223 W. Randolph Street

THE DECIMAL SYSTEM OF PRICING AND PACKING HAS BEEN ADOFTED FOR SARGENT HARDWARE

# Overstock clean-ups after inventory

Undoubtedly your inventory showed you a few surprises in dead stock, overstock or slow sellers. Dollars tied up in dead stock eat up the profit on a great many dollars in sales.

At a recent meeting of the North Jersey Hardware & Supply Association, "Inventory Disclosures" were freely discussed by the members present.

One of the members had unearthed a gross of horsewhips for which he had no market. Another had discovered about a three year's supply for his trade on inside and outside corner eave trough mitres. A third hardware merchant, located in the city, had discovered a dozen animal pokes, and so on throughout the assembly. Each dealer found some skeleton in his closet.

A cooperative spirit was manifested when certain dealers present offered to take some of these "stickers" off the hands of their fellow merchants.

## The "morgue"

One merchant present said he was going to establish in a section of his store a "morgue" for stickers and ask his whole store organization to think of ways to dispose of this stock.

The point is that once you determine to unload this merchandise ideas will come to you. For instance, if there happens to be a keg of horseshoe nails and the blacksmith is buying them elsewhere or at wholesale, see him and talk price. If it is a box of glue or an overstock of paint, see the factory owners who might be interested at a price.

Should you decide that this merchandise will sell from your store, you might try a bargain counter. Perhaps a bargain window will move some of this stock. Special advertising is another possible solution.

#### Seasonable records

Before storing seasonable sellers until their season, make records that will surely come to your attention about the time you usually place orders for these goods. Then the quantity of your order will be placed with what you have in stock in mind.

If your stock of seasonable articles is extremely large, make another note on the calendar pad just prior to the selling season to hold a special sale priced to move this overstock.

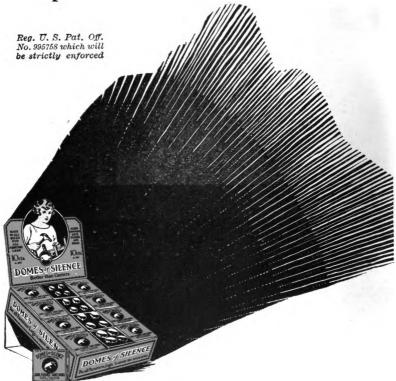
If location or other circumstances prevent your attending group meetings of your fellow hardware merchants, write to the ones nearest you who may have a market for overstocks or merchandise you cannot dispose of in your locality. Make the price right and ask them to send you a list of their "stickers," volunteering to help them dispose of them.

Busy merchants say:
"We like GOOD
HARDWARE because it tells a lot in
few words."





# Group Small Wares—Increase Sales



# Two Styles of Packing

Straight Sizes
Packed ¼ gross sets any
one size.

Assortment as illustrated
Packed ½ gross—½ in., ½ in., ½ in., assorted.

## DOMES of SILENCE

A Fast Steady Seller Highly Profitable

Just Display the Carton

MADE IN SIX SIZES  $\frac{3}{8}$  in.,  $\frac{1}{2}$ ,  $\frac{5}{8}$  in.,  $\frac{3}{4}$  in.,  $\frac{7}{8}$  in., and  $1 \cdot \frac{1}{8}$  in.

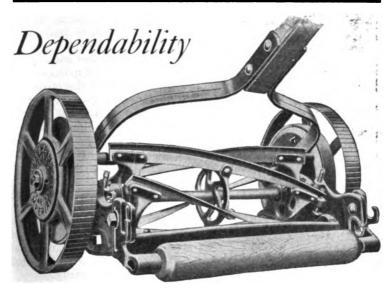
Your nearest Jobber carries a complete line Apply the largest size possible

## DOMES of SILENCE Division

Henry W. Peabody & Co.

P-1961





HYATT · ROLLER · BEARING S

# It's profitable—

to stock the *Dependable* line. A style and size of mower for every requirement. Send for our window display material which marks your store as headquarters for *dependable* merchandise.



## DEPENDABLE LAWN MOWERS

Hand, Horse & Motor

COLDWELL LAWN MOWER COMPANY, NEWBURGH, N.Y., U.S.A.

319 South West Fifth Street ( FACTORY ) 4139 West Kinzie Street
DES MOINES, IOWA ( BRANCHES ) CHICAGO, ILLINOIS

To answer an advertisement, tear out page and pin to letterhead

Digitized by Google



# Meet Mrs. Meloney

WITHOUT any apologies for letting a woman break into these men's pages, I'm going to introduce to you Mrs. William Brown Meloney.

Many of you know of Mrs. Meloney as Editor of The Delineator, the first woman's magazine to eliminate mail-order advertising from its pages; as originator and founder of the Better Homes in America movement.

Mrs. Meloney visited in France that famous woman, Mme. Curie, who had discovered radium and given it to the world and who was too poor to buy a gramme of radium to carry on her own experiments through which she hoped to find a cure for cance:.

And this brilliant editor came back and appealed to the women of America. And she raised the \$100,000 that gave to Mme. Curie the realization of her lifelong hope. If Mme. Curie is successful in her search for a cure for cancer, the accomplishment of Mrs. Meloney in relieving the sufferings of humanity shall be second only to that of Mme. Curie.

I haven't the space to tell you of all the accomplishments of this remarkable woman. Let "Who's Who in America" tell part of the story briefly:

"Member staff Washington (D.C.) Post, 1899; Denver Evening Post, 1900; member U. S. Senate Press Gallery and Washington correspondent, 1900-1; staff N. Y. Sun, 1901-4; editor Wo-man's Magazine, 1914-20; also associate editor Everybody's, 1917-20; editor The Delineator, 1920. Decorated, 1917, Medaille de Charleroi, for service in behalf of Belgian children; 1919, Ordre de la Reine Elisabeth for distinguished service to Belgian cause in U. S.; Chevalier Legion d'Honneur (France). Organizer Mare Curie Ra-dium Committee (for purchase of gramme of radium). Director The Child Foundation, American Child Health founder and Association; Better national secretary Homes in America; member National Institute Social National League Sciences, Business and Professional Women."

This, gentlemen, is the editor

The Delineator, a great magazine for women, idealistic, ennobling, inspiring—but always with a realization of the practical things of life that makes wonderful dreams come true.

The Delineator has been published by The Butterick Publishing Company for more than 50 years. Good HARDWARE is a comparative new-comer in another branch of The Butterick family—the division that specializes in business publications.

And I have taken the liberty to tell you about Mrs. Meloney and The Delineator only because I want you to know that Good HARDWARE is part of a great publishing house that influences the destinies of people and of business throughout the entire civilized world.

If anyone comes into your store and tries to collect money for a subscription to GOOD HARDWARE, there are just two things to do. First, kick him out. He is a

crook.

Second, wire us and we will set a detective on his trail. We want to get him, dead or alive. We don't want any money from hardware dealers for subscriptions to GOOD HARD-WARE. We haven't authorized

anyone to collect money by mail

or in person.

We send Good HARDWARE to retail hardware dealers without any strings tied to it. You never received a bill for your subscription-there's none on the way.

We send it to you free simply because it costs us less money and because we can reach a

great many more hardware men that way than if we sold individual subscriptions.

It isn't generally known outside of the publishing business that the expense of selling subscriptions is usually greater than the total revenue derived from them and that the subscription department of nearly every publication is run at a heavy loss.

So you see we are really better off in sending our publication to you at no charge, instead of setting up elaborate machinery to collect a subscription price. all of which and more would be used in getting it.

The most vital part of our whole day is the first half hour. If the morning's mail contains a good bunch of letters from our readers, it starts us off with a lot of pep and enthusiasm. If some of the merchants tell us they are writing to advertisers in nearly every issue and getting a lot of good ammunition for in-



"We want to get him, dead or alive"

creasing sales, we take on such a kindly attitude toward the world in general that the office boy could probably strike us for a raise—and maybe get it. (Hope he doesn't read this.)

And if at the bottom of some of these letters we see little P.S.'s reading something like this: "We always mention Good HARDWARE in writing to advertisers," we know without looking out of the window that the

sun is shining brightly and that the villain won't foreclose the mortgage on the house after all.

Keep up the work. For the good of your business get the habit of answering at least seven advertisements in every issue.

Just as a friendly turn to us, always say somewhere in the letters, "Saw your advertisement in Good Hardware."



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Issued Monthly by

#### TRADE DIVISION—THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

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# Good REGISTERED U. S. PAT. OFF. Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI

March, 1925

No. 6

#### **A** NEW MOVEMENT BIG IN PROMISE

You will be interested in learning that recently there has been organized what is to be known as The National Hardware Council.

The council is an organization, or rather a working committee, to be made up of representatives from the three interested factors in hardware distribution—retailers, wholesalers and manufacturers. The movement was sponsored by the National Retail Hardware Association.

The manufacturer, the jobber and the retailer have much to think about these days. The hardware business is undergoing such rapid changes that none of us knows what the morrow has in store for us. Each day sees the chain store—even the drug and dry goods chain—getting more of the hardware business.

The 1924 mail-order house business was the biggest on record—and now the mail-order houses are going into retailing. They are manufacturing more and more of the stuff they sell. On the other hand more manufacturers are going direct to the consumer, and, with the help of the canvasser, eliminating both jobbers and retailers. There are well defined economic reasons for these movements, if we can but find them.

It is a fine thing for the various factors of an industry to get together and discuss their common problems. The viewpoints are sometimes different and maybe even conflicting. The retailer can sometimes make suggestions that are helpful to manufacturers and jobbers, and vice versa. Open and frank discussion on the part of the leaders who have a sympathetic understanding of one another's problems, is capable of producing much good.

It is even possible that the work of a national council can go much farther than discussion. It could study intensively some of the great economic factors governing hardware distribution. It could tackle a study of manufacturing and distribution from a scientific viewpoint, and ascertain to what extent, if any, there are preventable wastes in the manufacture and distribution of hardware.

To discover the ills of distribution, if there are any, requires the keen analysis of the economist. The practical man is sometimes so close to the problems that his vision is a bit obscured, so we need the vision of the economist. The practical man is sometimes like a man in a forest who can't see the forest because of the trees. But the man on the nearby hillside sees the forest in all its splendor and completeness. He is also the first to discover the forest fire. There seem to

be many forest fires in the woods of hardware distribution today.

A great work that the national council can do is to study the economic factors underlying present trends. Any effort on its part that has for its objective the justifying of present conditions and the status quo will be misdirected energy. If the national council develops into a whitewash society it may as well disband now.

A study, however, that might, for example, inquire into whether the retailer is performing uneconomic and wasteful functions and thereby running up his overhead; whether the wholesaler, by giving plus service, is getting away from his function of warehousing and distributing with a proportionate overhead; whether the manufacturer is producing under the right geographic and economic conditions to give him a low unit cost—such a study, if made along scientific lines, would be helpful indeed. But the council must be willing to face cold and distasteful facts. We have had enough whitewash in this old world of ours.

The National Retail Hardware

Association is the sponsor of the national council. Herbert Sheets, the secretary of the association, is a straight shooter and a sound thinker. The association is fortunate in having a man of his ability as its secretary. With him as one of the leading figures in the council we may expect much of real benefit and accomplishment.

#### WHY IT FITS YOUR POCKET

We wonder whether you realize why this magazine is made pocket size. It would have been much easier to make it larger. Here's why it is made pocket size: Successful retail merchants are busy men. They are on the jump from morning to night. They think on the jump-sometimes they even eat on the jump. We figured if they are going to read a trade magazine they will have to do that on the jump, too. So we made the magazine a size they can slip into their pocket and read whenever they have a minute—in between jumps. The pocket size enables them to take it home without any effort and to bring it back again for their clerks to read.

#### Portrait of a hardware merchant

The hardware merchant should be a man of character, truthful in his relationships, just in his decisions, and fair in his conduct affecting his fellowmen. He should recognize that the reward of enduring respect can be won by conscientious adherence to right.

He should exemplify the highest type of alert and active citizenship, having in mind that permanent success depends upon the measure with which he conforms to the laws of State and Nation, performs all duties of citizenship and helps to promote the public welfare.

—From the Ethical Code of the National Retail Hardware Association.



Here's a section of the Wilkowski store, which has built up a big trade among builders by going after business

## Wilkowski tells how he sells builders' hardware

The story of a Detroit firm that switched from hard liquor to hardware

By D. G. Baird

BUILDERS' hardware can be sold by the firm that goes out after the business aggressively, and gives the service which contractors demand.

This fact is demonstrated by the success of the Wilkowski Hardware Company, of Detroit, Michigan, a store that made the most of the big opportunity.

Back in 1902, the senior Wilkowski was a carpenter by trade, a saloon keeper and grocer by force of circumstances. As a carpenter, acquainted with other carpenters in the community, he saw possibilities in the sale of builders' hardware; but the

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Back in 1902, the senior Wilkowski was a carpenter by trade, a saloon keeper and grocer by force of circumstances. As a carpenter, acquainted with other carpenters in the community, he saw possibilities in the sale of builders' hardware; but there

was hardly enough trade, just then, to justify him in opening a store for the sale of hardware exclusively.

Wilkowski, Senior, did, however, add a small stock of hardware to his combination saloon and grocery store. When carpenters came in he told them that he could supply them with hardware for the houses they were building or contemplating building.

He sought the hardware trade of his customers and he got it. He got so much of it, in fact, that the time came when he made a present of his saloon license, worth about \$3,000, to a friend, and became a hardware dealer exclusively.

#### Fought for business

This did not mean, however, that he could sit back and let the money roll in. The Wilkowski Company has never adopted that method. It has gone out and fought for business. It is fighting for business still, using every up-to-date method to sell hardware. By this aggressive policy the company has built up sales that show a steady increase every year.

The method in which the Wilkowskis solicit business from those who handle their insurance is a good example of the alertness of this firm.

Many builders handle insurance and many insurance men get into the building business. The Wilkowskis know this and, wishing to cooperate with prospective customers, they make it a point to take out policies with a number of insurance men.

"We believe in cooperating with customers to our mutual advantage," F. J. Wilkowski, secretary-treasurer of the company, explains. "We take insurance with a man and he buys hardware from us. We take some more insurance with another man and he buys hardware from us. We have our store insured by two or three companies, our homes insured by other companies, our cars insured by still others and so on. Our insurance right now is split about 10 different ways.

"The plan is really very sim-Some time ago, for example, I learned that an insurance man was going to build a fine home on the boulevard. I knew that he would require a considerquantity of high-grade builders' hardware, so I called him up and told him we would like to take out some insurance with his company. He. course, came out to the store and I gave him some business. while he could not help noticing that we carry a very complete of builders' hardware. Nothing was said about getting his order at the time, but a little later, when he got ready to build, we went after the business and got it.

#### A good customer

"We have one account which we got in this way and which now brings us \$1,200 to \$1,500 worth of business a month during the building season. This man was in the lumber business when we learned that he was going to sell out and go into building. We took some insur-

ance on our store from him and, when he began building, we got his trade and have held it since."

This is just one way in which Wilkowski gets business; a very good one, but there are others. The executives of the company, for example, literally go out and look for business. The firm's drivers, too, are wide awake and bring in much new business. As they go about the city making deliveries, they see many new buildings going up and, when there seems to be any possibility of getting the hardware business, they stop and make inquiries.

## "I sell builders' hardware," Wilkowski says—

- 1. "By driving around in March and getting a line on structures to be built during the Spring.
- 2. "By watching for signs that announce the erection of a new building or the tearing down of an old.
- 3. "By getting my drivers to report all building operations they see or hear of.
- 4. "By giving service. Goods ordered at night are delivered next morning.
- 5. "By having what contractors want when they want it. This means carrying a big enough stock to supply anticipated needs."

During the peak building season they are too busy to do much of this, of course, but during the dull season, particularly in March, just before the Spring building starts, they get in their cars and drive around "just to see what's carrying on."

Through various channels, they learn of the plans of builders and contractors and they go to see these men personally. If they take a little pleasure trip with the family on a Sunday, they are watching out for signs of a new building that is about to get under way. They make a bid for such business.

They get acquainted with the builders, contractors, carpenters and masons and they let it be known that their employer carries just about the most complete line of builders' supplies in the city. They may not get the order for a house that is already in the course of construction, but they stand a good chance of getting other business later on.

"Our men all work hard to help us get and hold business," Mr. Wilkowski declares, "and we pay them for it. The least we pay our truck drivers, for instance, is \$40 a week.

(CONTINUED ON PAGE 57)



This display is "open for inspection." The plate glass of the window has been temporarily removed

## Open front replaces display window

Have you ever thought of removing your plate glass display window and exhibiting goods in the open, so that passersby would stop and look things over?

It's an idea which has been tried with good results by a small number of dealers, and deserves wider use.

Such items as ranges, electric and gas heaters, washers, vacuum cleaners, refrigerators, etc., placed right in the open front of the store, and on the street level, get the attention of people on the sidewalk and tempt them to step in and examine the merchandise instead of passing by.

Of course such a plan does not mean doing away with the regular display windows, for there are many items which could not be properly displayed except behind glass. Stores

using open front displays so arrange it, when making the alterations, that the regular windows can be quickly and easily put back into place at any time and as frequently as desired, without special inconvenience.

Such large articles as washing machines, for example, displayed in the open and in operation, keenly interest passersby. Action always attracts.

Schleuter, whose store front is shown in the illustration, has had great success with the open front display idea in his hardware store in Oakland, California. He added to the natural life and attractiveness of the stove display, shown here, by actually cooking food on the stoves. Needless to say, the odor of a frying steak or of boiling coffee, sends an aroma up and down the street that gets attention and much good-natured comment. That's priceless publicity.

 $\mathsf{Digitized}\,\mathsf{by}\,Google$ 

### Try this test on yourself and on the next dozen men you meet

A guessing game that teaches while it amuses

ERE'S a new indoor sport you can indulge in.

Try it out on the folks in the store; take it home; spring it at the next meeting of your merchants' association.

Take four or five well-known nationally advertised products, such as those listed in the box on this page, mention the retail price and ask your friends to guess how much of the retail price they think went to pay for the cost of advertising.

We're going to arm you with the actual facts in the case and then the guesses that you get from your friends will be amusing. We are willing to gamble right now that most of the answers, even those from well-informed people, will be miles off. Most people, you know, have an entirely wrong idea of the percentage of the retail price that is represented in the advertising expenditure. We won't discuss, now, whether advertising raises or lowers the price of merchandise. That will come later.

#### Some well-known products

But take, for example, products that are well-known to practically everybody—Ivory soap; Hart, Schaffner & Marx suits; Arrow collars; Overland automobiles; Shredded Wheat; Wrigley's gum; Victrolas; Kodaks. Ask some of your friends how much of the retail price of a \$50 suit of Hart, Schaffner & Marx clothes goes into advertising.

#### Take a guess

Take a look at the little box on this page. Make a few guesses yourself. Jot down alongside these products what you think and then turn over the page and see how nearly right you are.

In a recent test, a lot of peo-

### What's your guess?

How much do you think it costs to advertise these products?

automobile ...895.00
Shredded wheat ...15
Wrigley's gum ...05
Victrola 100.00
Eastman Kodak 15.00

## What people think is spent for advertising

1	Assumed retail price of goods advertised		f Actual advertising cost \$1.00
Hart, Schaffner & Marx, sui	offner & Marx, suit. \$50.00 \$6.21	\$6.21	
Ivory soap	07	.0144	.002
Arrow collar		.0436	.0087
Overland automobile		75.85	13.43
Shredded wheat	15	.0234	.003
Wrigley's gum	05	.0119	.005
Victrola		11.59	4.00
Eastman Kodak		2.38	.45

The above figures are taken from Starch's "Principles of Advertising." In arriving at the figures in the middle column, a large number of people—business men, women and college students—were asked to estimate the advertising expenditure for each of the above items.

The estimates were averaged up, resulting in the figures under "Average Estimate." On this basis, the average estimate is that a manufacturer spends four and one-half times more in advertising a given product than he actually does spend.

ple were asked these very questions. On a \$50 suit of Hart, Schaffner & Marx clothes, the cost of advertising was estimated by these people, who were business men, housewives and students, as all the way from \$10 to \$25. Yet the actual amount spent by Hart, Schaffner & Marx was only \$1 a suit.

The guesses on a 15c. package of Shredded Wheat ran from 1c. to 8c., but the advertising cost on Shredded Wheat is only 3/100 of a cent a package.

On a nickel package of Wrigley's gum these people guessed from 1c. to 4c., yet Mr. Wrigley only spends ½c. a package in keeping the name of Wrigley before all the millions of people in the United States.

On the above chart you will

see the actual figures. Aren't they surprising to you? Don't you think you can astonish some of your friends? Try it out on them.

#### Try it on the boys

Copy the figures which are shown on the first page of this article or else cut the little box out, slip it in your pocket and try it out on some of the boys the next time you get together with any of your local business men. You can have a good laugh at their expense and you will have the pleasure of telling all of them something that they don't already know.

In the little test that we have referred to, most people overestimated the advertising cost about four times. The same misleading ideas are prevalent in hardware advertising. You probably have many nationally advertised products in your stock. You, yourself, have probably ovestimated the amount that the manufacturer actually spends per article in advertising.

#### Write us about it

Try out the little stunt on your friends and let us hear from you as to what your experience is. We will be mighty interested in knowing whether the guesses that you get are in line with what we have given in this article.

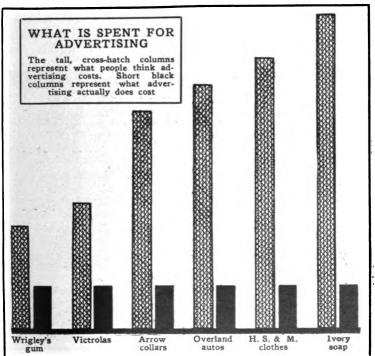
Compare the diagram below with the figures on the opposite page. As you see most people overestimate advertising costs.

## Novel way to show auto accessories

In the main window of a Middle Western store, auto accessories were arranged left to right, the order in which they would be used from the front to the rear of a car.

At the extereme left of the window was a bumper, the first accessory used on the front of a car. At the extreme right was a second bumper, the last thing on a car in the rear. Between, in proper order, were parts and accessories.

Over 50 different articles were shown in this way and a sign in the foreground urged the autoists to check over their needs.



#### Four ideas for selling seeds

Get in a good seed window and the chances are that you will get in a good share of the seed business.

The two seed windows shown on this page can easily be installed in any hardware store. The window trim pictured below was used in the store of George C. Gray, of Coshocton, Ohio, president of the National Retail Hardware Association. In the center a sign calls attention to the fact that it is "Time to plant seeds" and this idea of timeliness is further carried out by the clock, made of seeds of several colors. Distributed about in various parts of the window are a few garden tools and glass boxes filled with seeds.

The seed display, shown at

the top of the next page, was installed in the window of J. Schneider & Sons' store, Marion, Ohio.

Speaking of his seed business, George O. Schneider, a member of the firm, says: "We carry a stock of between \$200 and \$500 on which we enjoy an excellent turnover.

#### Prominent display

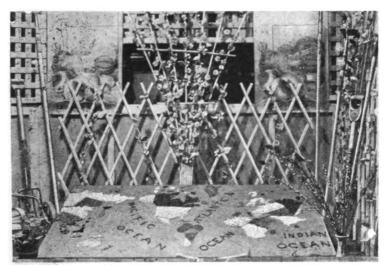
"Each year we start off the season early with a good trim and with seeds displayed in a prominent place in our store.

"Local newspaper advertising is linked up with the window trim, and customers are given a small seed catalog for their convenience in selecting seeds and in order that they may learn more about planting and cultivating crops.

"The map which covered the bottom of our window was



How George C. Gray, president of the National Retail Hardware Association, features seeds in the Gray store



In this window the map was drawn on wall-board and the map sections filled in with seeds of various colors

made from a small map, first drawn on wall-board. The boundary lines were then glued to the wall-board by using small strips of pasteboard.

#### Seeds of many colors

"Seeds of different colors were used to fill in the different countries; the ocean was of green lawn grass seed, and black wax bean seed was used for lettering.

"Metal strips attached to the edges of the wall-board prevented the seeds 'spilling over.'

"The background was made of artificial flowers tacked on lattice-work and garden tools were set around the edge of the display."

In Buffalo a seed store has a rather novel way of proving the merit of its seeds to the community. Prominently displayed in the window was a large frame box.  $3 \times 4$  feet, 6 inches deep. Grass seed was sown in the box and passersby were requested to "Watch it grow!" In the warm window, with plenty of light, a splendid growth appeared in about a week.

This idea gave customers an opportunity to see whether or not there were any weeds in the seed and the proprietor said that the stunt gave buyers confidence in the store's grass seed and resulted in extra sales.

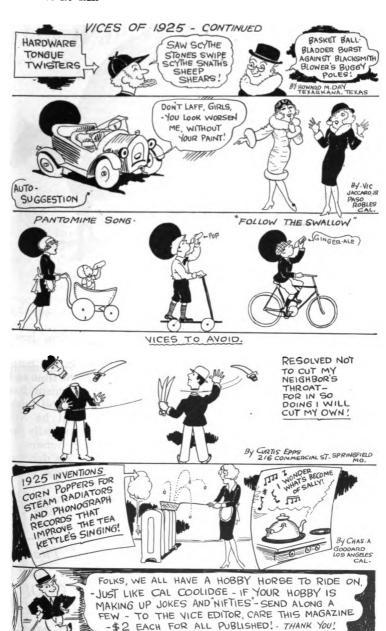
#### Telephones in the U. S.

Fifty-six and one-half per cent. of world telephones, numbering approximately 33,889,000 and connected with 59,925,000 miles of wire, are located in the United States.

The volume of business done over the telephone is unestimable.

4TH MONTHLY EDITION - PRESENTED AT THE HAMMER & TONGS THEATRE







For 25 years W. R. Pickering has been playing his tin pedler rôle in Maine

#### Last of the tin pedler tribe

So far as is known, the only genuine "Tin Pedler Cart" in New England which is still in actual daily use is that of W. R. Pickering of Auburn, Maine.

Up to within 50 years ago, this sort of an outfit, for over a century and a half, could be seen on every highway. With pots, pans and every conceivable household utensil or convenience, the tin pedler wagons did a lively business with rural housewives.

#### Rags in exchange

The latter gathered, with minute care, all the rags she could find to exchange with the tin pedler for articles from his stock.

The coming of railroads, autos, and chain stores wrought the

ruin of the tin pedler and his cart.

Pickering of Auburn, however, is one of the rarest and hardiest birds ever in the business. He smiles all the time and hangs on! His optimism has paid, for he does a good business even now. And he has been doing so uninterruptedly for more than 25 years in Auburn.

Prior to that, he was driving an outfit in Essex County, Massachusetts.

Some mighty merchants and financiers have started life via the "Tin Pedler" route.

Scores of ideas! That's what you get each month in GOOD HARDWARE! Put these ideas to work in your store.

## How Watterson Brothers cash in on the fishing season

Here's a store that turns a \$2,000 stock of tackle four times in seven months

#### By Jack Foley

WIN ELDRED, manager of Watterson Brothers' store, Bishop, Inyo County, California, has a reputation among sportsmen of the P. C.—meaning the Pacific Coast.

The boys who know him say that Win—if put to it—could sell fishing tackle to the camel drivers of the Sahara Desert.

He has many details to keep straight, but his pride and joy is to park behind the tackle counter and talk fishing to all and sundry.

And so it happens that under his leadership it is no stunt at all for the firm of Watterson Brothers to turn a \$2,000 stock of fishing tackle over four times in a season of seven months.

Trout fishing in the lakes and streams of Inyo County is a sport that the natives take up in their babyhood days, therefore, the sales force of Watterson

#### 'TROUT ARE BITIN'!'

By E. A. BRININSTOOL

Prop your business cares and worries, let your troubles slide!

Never mind life's little flurries—kick 'eni all aside!
Smooth away those wrinkles showin' on your anxious
brow!

Grab your rod and let's be goin'-trout are bitin' now

Be again a kid of twenty, lemme see you smile! You have had your troubles plenty, now just rest awhile! Just forget 'em for the present—don't fret, anyhow! Gee, but ain't this weather pleasant? Trout are bittin' now!

Can't you hear the canyon callin' where the water shines, Gurglin', babblin' murmurin', fallin', there among the pines?

Time to get some speckled beauties! Time to make a vow
That you'll ditch your business duties—trout are bittin
now!

There's an awful restless feelin rompin' out and in. Summer fishin' fever' stealin' through your tinglin' skin Drat it. man, why should you worry? Clear your troubled brow!

Follow me-I'm in a hurry! Trout are bittin now!

Bishop, Inyo County, Cal



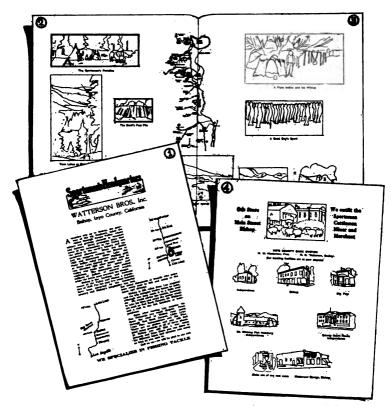
Stamped post-cards are kept on the Watterson show-cases and tourists are invited to mail them to friends. Sometimes a picture, sometimes a bit of verse, is used

Brothers must "know their stuff."

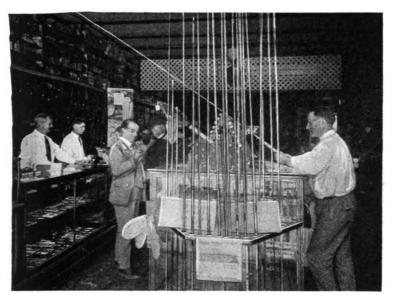
That Eldred is a leader who makes his influence felt is shown by the way in which he has induced the anglers of Inyo County to shift to light rods and flies. Several years ago, he started the "no more worms for me" slogan among his salesforce, and they in turn started selling the idea to their customers.

Jones, for instance, enters the Watterson store. He may think he doesn't want a light rod, but how can he resist the chatter of Watterson's live-wire clerks, who reach to the rod rack and call the customer's attention to the fine light rods in stock and the particular kind they, themselves, are going to use the coming season.

"Ah, Jonesy!" one of the clerks may say, "I can't wait for the first of May. This year I am going to give the gamest little fish a sporting chance. Me for a light rod and flies, and what a fight I'm going to get



To interest vacationists, the store issues a four-page fishing folder. Maps showing pond and stream locations, and alluring photographs are used as bait



Anglers after information receive every attention at Watterson's. A close tab is kept on lakes and streams, where fish are biting and where sport is good

when I hook one and he bends this rod double. Just look at this rod bend! Can you imagine me every evening, casting, and about the third cast a flash of silver, a strike and the battle is on! If I don't do the right thing he gets away and he deserves to."

Jones, like any fisherman, feels his pulse quicken but is not sold yet. However, the seed is planted. Up in this country where trout are plentiful, Jones' temperature soon becomes normal after May first, and having caught several Limits in his own way, he begins to think about adding a few thrills to his sport. The next time he comes into the store he is eyeing up the light fly rods and it is not very long before he digs and buys one.

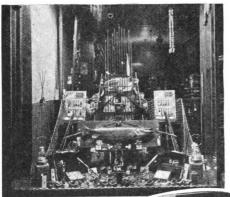
Once converted, Jones never goes back to digging worms. He believes in giving the trout a sporting chance, thus conserving the sport of fishing. He takes pride in wearing a hat, bristling with a variety of flies, about the town.

For several miles around Bishop, are billboards and direction guides showing the tourist the way to "Watterson Brothers' Sportsmen's Headquarters." The billboards picture the joys of fishing in California when equipped with Watterson tackle.

Whenever one of the thousands of tourists who make Bishop their vacation-hand, enters Watterson's store, he receives a warm welcome and all the information he may desire.

(CONTINUED ON PAGE 50)

### 0h-the "windows" that



Left — Fishing supplies will fetch anglers and here is a window to tempt the soul of any lover of this sport. Get a jump on the season by making an early start. Read on page 21 how Watterson Brothers turn a \$2,000 fishing tackle stock four times in seven months



Above—Don't forget the youngsters will soon be calling for bikes and bicycle supplies. Here is one trim. Another display idea is on page 32

> Right — Housecleaning time offers hardware merchants a harvest in sales. Turn to page 70 and learn how a Honolulu store made the most of the Spring cleaning season



### bloom in the Spring, tra-la

Right — There's money in a good sporting department and the time to get on the mark is now. Baseball, tennis, golf and other sports will be in full swing before long. This window tells passersby that the store is ready to do business in sporting supplies







Above — An interesting way to display automobile accessories. You'll find another good selling idea for this line of goods on page 15

Left—Spring's coming. That means a seed and garden tool window. In this trim, the doll figure of a man is shown, busily engaged in gardening. Over the fence leans a doll young woman. Turn to pages 16 and 17 for other good seed sowing ideas



Hardware firms operating branch stores are not chains. Here is the interior of James & Hawkins' store at Jamaica, New York. This firm has several stores, but is no "chain"

## The hardware chain store of the future—and its methods

Advance knowledge of how chains operate will help hardware merchants face the situation when it comes

#### By a Member of the Staff

HE man who puts over the hardware chain store has a big job on his hands. In fact, the job is so big that many hardware men say it can't be done. But in this day of wireless photography we no sooner say "It can't be done" than someone bumps us aside by doing it.

In a former article I told you that a million dollar chain of hardware stores was within the realm of possibility.

Now, let me make my position clear. The writer hopes and Good Hardware hopes, that a million dollar chain of hardware stores will never come. Small, individually owned, personally controlled businesses are one of America's greatest assets—and the machinizing of the individual into a mere cog in a system, is one of the deadening influences of this systematic age in which we live.

In fact, one of the objectives in writing this series of articles on the chain store proposition, is to familiarize the hardware retailer with the ins and outs of chains, their weaknesses and their strong points, so that the dealer can better fortify himself against them. And let me state that the sense in which I use "chain" store here is not meant to refer to the dealer with a dozen or so branches as they exist at present, but rather to refer to the million dollar syndicate.

#### A few characteristics

But, if the million dollar hardware chain is coming, what kind of an outfit will it be? What kind of stores will it run? How will it affect you, the present hardware retailer? Drawing upon the opinion of the best merchandising minds in America and the experiences of chain development in other lines, both here and in Europe, let us discuss in this rambling article some of the characteristics of the million dollar hardware chain.

#### Choice of location

In the first place, this chain is going to start and operate in thickly settled sections—the industrial and city centers of the country.

This is why: the average hardware store carries in the neighborhood of 5,000 items and sizes in stock, and some stores go as high as 10,000. This fact is the chain's stumbling block Number One. The chain store thrives on quick turnover, rapid sellers and a small, compact stock.

The million dollar hardware chain must get these advantages. To do so, it must handle a small line of hardware.

#### Some interesting chain store facts

Volume of hardware sold in Woolworth stores....\$ 50,000,000 Percentage of total retail business done by chain 8% stores ........ Business done by Atl. & Pac. Tea Company..... 300,000,000 Average volume of each A. & P. store..... 30,000 150,000 Average volume of each Woolworth store...... Average volume of each Grant store..... 350,000 Average volume of each United Drug store...... 250,000 Number of curling irons sold annually by the Penny 1,000,000 stores ....... Total number of chain stores...... 60,000

That means then, the hardware chain must select only rapid sellers and certain staple business from a large number of families. It cannot carry a complete line. It will, therefore, thrive in thickly settled communities where there are many families within a trading radius of the store, and where the chain can select only that business which it wants and leave the rest to other hardware stores. There must be a large enough population to give a sufficient volume of this selected, standard business. Surveys will be made of various communities. Even in the grocery business the chain selects only certain business and the housewife must still depend on other stores for her variety. The average chain grocery carries 400 items while regular grocery carries 1,600. But cutting down variety sometimes increases the chain's profits. It is interesting to note that a certain drug chain took over an established store in an Eastern city, cut down its variety 40% and increased its volume 25%. It selected its busi-

(CONTINUED ON PAGE 60)



The chain store depends to a large extent on window displays to draw trade. Here's a typical Woolworth trim



This compact department for small electrical devices and fixtures takes up little room

## Fitting an electrical department to the space in your store

"Arrangement and display are 50% of the selling battle," one merchant says

#### By E. J. Hegarty

A HARDWARE merchant in Illinois wanted to get into the electrical business,

He had studied his market and he felt there was money to be made in electrical goods in his particular town.

Space in his store, however, was pretty well taken up and there seemed to be no room into which he could crowd the new department. His basement, though, was not being used, and after some consideration, he de-

cided to refit this into a complete electrical shop.

He told a jobber's salesman about his plans.

"How are you going to lay it out?" the salesman asked.

"Don't know exactly yet, but I believe I can have a snappy little electrical shop in that basement," was the answer.

"No doubt you can," replied the salesman, "but if you are to make a success of your new department you must start off



On the right is a vacuum cleaner stand; on the left, a wall booth for lamps. Both fixtures are mentioned on page 66

by having it properly arranged. Why don't you get some of the store arrangement experts of the electrical industry to lay it out for you?"

And that is exactly what was done. The jobber's salesman procured all the information he could about the floor space in the basement, the height of the ceiling, the fixtures available, the appliances to be sold and other data which he thought the specialists might need. In a few weeks he was back with complete specifications for the lighting, fixtures and arrangements of the new department to be installed.

Every point was covered. All the hardware man had to do was follow instructions. The beauty of the whole deal was that the service did not cost the hardware man one cent.

Now, why is a service such

as that available to the dealer who plans to open an electric shop or to the hardware man who contemplates installing an electrical department in some part of his store.

It is because display plays such a prominent part in the sale of electrical goods.

The manufacturers realize this and, as a result, such a service is created. But the manufacturer is not alone in this realization. Here is what an electrical dealer in a city of about 50,000 has to say on the subject of display:

"We figure in this store that the way in which we display our goods is just about 50% of all that is needed to sell the goods and we feel that our display methods have made this store as successful as it is. We give a great deal of thought to window, counter and shelf display. "It is our opinion that a window display which is allowed to remain unchanged for a greater period than a week soon looks dingy and old, no matter how carefully it is dusted and taken care of. And, of course, a window display which looks dingy and unattractive actually alienates trade.

"We change the goods displayed on our counters every other day. One day we show toasters, another day we show percolators, on another day auto spotlights, and so on.

"We do this because we have a number of regular customers who come into our store quite frequently, and we find that when we change our displays every other day we attract the attention of these customers and frequently make sales to them."

"Display is an important factor in selling electrical goods and it is the factor which has put this store over to a big success."

There is no reason why the electrical department in a hardware store should not be a store within itself. A sign, "Electrical Supplies," above such a department will be seen by every person who enters the store and the thought is con-

(CONTINUED ON PAGE 66)



## Monthly cash prizes for the best ideas from hardware men

GOOD HARDWARE pays \$2.00 in cash for each good idea about the hardware business which it publishes. Address THE IDEA EDITOR, GOOD HARDWARE.

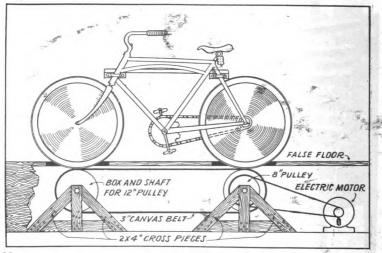
### A moving bicycle display

A bicycle display stand of unusual interest that we used in our window succeeded in attracting many bicycle buyers to our store. As shown below in the drawing, the arrangement is neither difficult nor costly.

Two wood pulleys, 12" in diameter, are mounted on shafts that are supported at each end by a trestle construction. Another pulley, 8" in diameter, is mounted on the rear shaft and belted to a 1/8 h.p. electric motor.

The shafts turn in bearings that are mounted in the supporting trestle. A collar with set screw is fixed to the shaft on the pulley side of each bearing.

The entire display mechanism is placed beneath a false floor of the display window. A three-inch slot is cut in the false floor for the bicycle wheels. The top of the belt is about an inch below the floor. The bicycle is braced so that it cannot move off the pulleys.—C. ©. HERMANN.



## A space-saving rack for tools

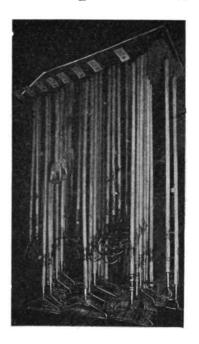
Here is the way we display long-handled garden tools in our store in Kalamazoo.

This canopy hanger is suspended from the ceiling by a wire at each corner. When the gardening season is over the hanger is taken down and stored away.

There are a good many tools here in a small space, but they are arranged in a pretty orderly group. They make a good invitation for a customer to walk over and pick out the tool that he has been looking for.

The idea of having price tags at the top has been a great help in pushing the stock along, too.

—L. HOEKSTRA.



### Holds screen in iron hooks for measuring



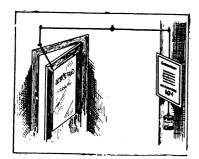
During the busy season for screen we found a use for a counter we had stored away in the back room. As shown in the drawing, we attached two strap iron hooks to one end and converted it into a screen cloth counter.

A common yardstick inlaid along the edge saves time when measuring, so that we can give quicker service to our customers.

—JOHN L. BINDER.

### An eye-catching advertising stunt

We often use an advertising stunt as pictured in the accompanying drawing. A cord runs through a series of screw eyes from the door, back along the ceiling about ten feet, to a pillar



at that point, then down. There it is connected with a cardboard sign.

The sign, moving up and down, never fails to attract notice to this novel display.

Various lines were advertised by this stunt. During a paint sale, a can of enamel was fastened to the cord for the weight. —LIVE HARDWARE CO.

#### Customers see how floor paints really look

I noticed some time ago the difficulty our customers had in selecting the color of floor paint they wanted from the small samples shown on the paint color cards. Many were dissatisfied with the color after the selection had been made and the paint applied to the floor. So the idea struck me, "Why not give them a sample of the real paint as it actually appears on a floor—a sample large enough for them to see how it looks?"

counter is about 5 feet wide. So, with a yard stick and chalk, I marked off a double row of squares, each 2' x 2', along the entire front of the counter. These I painted with the different shades of the floor paint.

long. The aisle in front of the

With these two-foot squares of the real thing, it is seldom that I have to wait more than a minute for a customer to make up his mind.—H. E. RICHMOND.

Our paint counter is 12 feet

SANDE SURFACE

SAMPLES OF ACTUAL COLORS

Squares on the floor are painted with various colors of paint



In March, an out-door exhibition is staged with implements and tools lining the curb near the Berk store

## Augspurger finds a Spring tonic to stimulate sales

"Opening days" in March are a magnet that draws hundreds of prospective buyers to his store

#### By Irvin J. Mathews

AN effective method of getting a line on prospective customers at a minimum cost is used by A. K. Augspurger, manager of the Trenton, Ohio, firm of F. H. Berk & Company.

This method pulls—I know it does, because I happened to be visiting at a farm house two and a half miles from Trenton on the first days of Augspurger's famous "opening." Judging from the anxiety of my host's entire family to reach town, one would have thought the circus had arrived and was parading.

To get the proper perspective, let me mention the fact that Trenton is a sleepy little village of 750 population, more or less, in Butter County. Because of the proximity of other towns, Trenton's trade area is restricted.

When I arrived in Trenton on the day of Augspurger's opening, I found implements, tools and materials strung along the sidewalk for two blocks from his store. Little knots of people were collected here and there on the street corners and in the

Berk hardware establishment there was a buzz of excitement.

Here on the street was a man demonstrating lubricating oil; around the corner a salesman was explaining the good points of ranges, while a long line of men and women joined in the national sport of sipping soup, with audible variations.

"You see," said Augspurger, answering my inquiry as to

why, "we carry several lines here and when the traveling men used to visit us in Summer, we were expected to take them to our prospects. But when you have to drive up and down country roads locating prospects, you soon discover that each potential patron has cost a very large sum. In the past, prospects secured in this way

(CONTINUED ON PAGE 52)

### FARM IMPLEMENT ARDWARE OPEN HFID AT THE STORE OF F. H. BER

Movie To Be Shown. Prizes To Be Given Away Radio Programs.

Other features of the occasion will be:

Demonstration of complete line of the John Deere Farm Machinery.

Special demonstration of the Letz Roughage Feed Mill. It makes a balanced ration for your cattle and hogs from the hay and grain of your own farm.

Special talks on commercial fertilizers manufactured by the American Agriculture Chemical Co.

Display of Plymouth Binder Twine.

Display and demonstration of the complete line of Ford automobiles and Fordson Tractors.

Demonstration of the latest style New Perfection Oil Ranges and Cook Stoves.

Display of the latest style of Estate Enameled Coal Ranges.

Display and demonstration of the Heatrola

Display of Sun Proof House Paints, Water Spar Varnishes and Enamels, Floor Paints, Automobile Paints, Barn and Roof Paints.

Demonstration of the Big Three Vacuum Ricctric Washer.

Display of Keen Kutter garden and carpenter Tools.

Display of oils and greases made by The Standard Oil Co.

Display of Automobile Tires.

Demonstration of the Bosch Ignition system for Ford automobiles.

Display of Certainteed Roofing.

Eight prizes will be given away during these two days.

On Saturday every customer's pocket knife will be sharpened free of charge by an expert.

Lunch will be served by the Ladies of the U. P. church of Trenton.

Radio programs will be received each evening with instruments demonstrated by Kenner Miller, of Trenton.

On Saturday evening a Moving Picture entertainment will be given at the Trenton High School Auditorium showing the building of the Fordson tractor from the mining of the ore to the testing of the complete machine. The pupils of the Trenton School will also participate in this program.

Come and see this wonderful display of the most modern farm and household equipment.

Circulars and posters are used to announce the "opening" and outline the two-day program

## Another \$25 contest for you cross-word puzzle fans

Get a finger in this "easy-money" pie! Twelve prizes for clever readers

WELL! Well! Look at old man opportunity making a return trip with another bag of gold for you hardware crossword puzzle experts.

Throw the moth-eaten slogan "Opportunity knocks but once" out the window, unmuzzle your dictionaries, take off your night cap, and put on your thinking cap. May the best man or the brightest girl win.

Here are the rules:

To the readers who send in correct solutions to the cross-word puzzle on the following page and who accompany their solutions by the best short phrases describing the magazine, Good Hardware, we are offering:

A first prize of \$10. A second prize of \$5. Ten prizes of \$1 each.

In case of a tie, where two or more contestants send in correct answers, accompanied by the same winning phrase, the full amount of the prize shall be paid to each. The contest closes March 31, 1925.

By a "phrase" we mean a snappy description of Good Hardware in one sentence, such as "Read in more hardware stores than any magazine published."

The puzzle is easy—as crossword puzzles go. Pencil in the correct words on the puzzle diagram, write your phrase on the coupon beneath the puzzle, tear out the page and mail it to us.

If you don't want to cut your copy of Good Hardware just copy a rough diagram of the cross-word puzzle on another piece of paper, fill in the words, write your phrase and send it in.

This contest is open to all hardware merchants, clerks, jobbers, salesmen, or members of their families. Send in only one phrase describing Good Hardware with each puzzle solution.

### How to do cross-word puzzles

Each number in the diagram shows where a word starts. The black spaces show where the word stops. Some words run horizontally across the diagram, and some run vertically, up and down. Each square is to be filled in with a letter until the word is complete.

Now, look at your list of definitions. Number 1, horizontal, is "to gain possession of." There are four squares showing that the word has four letters.

To get you started properly, we will give you the answer to No. 1. The word is "Take." Continue working the puzzle out yourself from this point.

Scores and scores of answers to Good Hardware's February cross-word puzzle have been received from every quarter of the United States. The cash prize winners of last month's contest will be announced in the April issue and the winners of this month's contest will be named in the May number. Watch for them!

Meanwhile, fans, shoot us your solutions of the puzzle on this page and accompany your answer with some clever phrase describing Good HARDWARE. Make it short and snappy.

Your name may be among the winners next month.

#### Here are the cross-word definitions

#### (Horizontal)

1. To gain possession of; to capture

by military force.

4. Name of a caster made by the Schatz Manufacturing Co.

- A kind of roadster made by a manufacturer in Canastota, New York.\* 12. Product made by Gustave Lidseen, used to lubricate.

  16. To set again.
  17. Short for professional.
  19. Famous Mexican food.
- :0. Beverages.
- 21. Product of Benjamin Moore Company. 23. Isinglass.
- 24. Word ending denoting profession or occupation. 25. A light film of moisture, found on
- grass, Summer mornings.

  26. Female sheep.

  28. First part of a combined word mean-
- ing a confidential chat.

  30. An instrument for writing.

  31. Used in cartridges.\*

- 33. One of the colors used on the cover of GOOD HARDWARE.
  34. First two initials of the name of the maker of "Barrelled Sunlight."\*
- 36. Point of the compass.38. Short symbol standing for silicon.
- 39. A laugh.
- kind of hinge made by Mc-Kinney.\*
- 41. Initials standing for trade name used by National Carbon Company on flashlights."
- 42. First two initials of a manufacturer of vulcanizers.
- 44. A threading tool.

- 45. Trade-mark of a Radio advertiser.\*
  47. Old form of you.
  48. Initials of a famous late president.
  51. Letters standing for "that is."
  53. Neuter pronoun.
  55. A hail to attract attention.

- 56. Same as 39.
  59. What your windows should attract.
  64. A kind of storage battery.\*
- 65. A fastener used on harnesses.
- 67. One kind of hard wood.
  68. You wear it on your head.
  69. Trifling.
- 70. Where Adam and Eve lived.
- 72. A kind of edge found on chisels.
  74. The lower border of walls.

- 75. Used for roofing, draining and walls.
- 77. Transgress.
- 78. A chisel with a rounded edge
- 79. A Cn. Kester -Chicago manufacturer calls it
- 81. Triangular jutting roofs. H thorne wrote about a house seven.
- 82. Kind of pan made by the Aluminum Products Company.\*

  83. Name of a manufacturer of radio
- batteries.\*

#### (Vertical)

- 1. Letters standing for "The Manhattan Electric Supply."
- 2. Word meaning total abbreviated.
- 3. A South Central State (abbreviated).
- 5. Company abbreviated.
- 6. A kind of glove.
- 7. A kingdom south of Assyria referred to in Gen. X:22.
- 8. What goods come packed in.
  9. A girl's name, famous in Grecian history
- 10. One who uses.
- 11. Prefix meaning three.
- 13. Eject. 14. What Sherwood Brothers call their roller skates.\*
- Used in building roofs, also for school blackboards.
- 17. A stop device used on a ship's anchor cable.
- 18. Belonging to himself.
- 21. Enthusiasm.22. Product of the Samson Cordage Works.\*
- 24. What a potato is sometimes called.
- 25. Roman numerals for 510. 27. At any time, always. 29. Revise for publication.

- 32. A shape of eight sides used by Warren Tool & Forge Co., on hammer head sledges.\*
- 35. A kind of file.
- 37. Paper money of less than one dollar value (not now used).

  39. A kind of fork sold to farmers.
- 40. What you use in a bit.
- 43. A skilled aviator.
  46. End joints of a Heddon fishing rod.
- 49. The part which shows the bubbles in the Sands Level & Tool Co.'s levels.

### GOOD HARDWARE

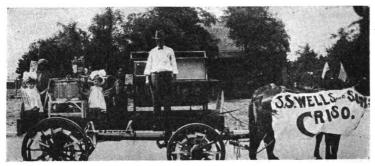
- 50. Sound of a whistle. 52. Tardy.
- 54. Precepts, particularly of the church.
- Men distinguished for their valor.
   A product made by Crosley.
- 60. Toward.
- 61. A flap, label or price ticket.
- 62. Pieces out.
- 63. At that time.
- 64. Used to secure the head of a Rob-ertson hammer, also sold to split wood.\*

- 66. A skin or pelt.
  69. A heavy wooden hammer.
  71. Short possessive form of Edward.
- 73. Pep; power. 76. Small tool
- used to set home a finishing nail.

  78. Abbreviation for a four-quart meas-
- ure.
- 80. Abbreviation for "inregard to." 81 Name of Southern State (abbr.).
- \* Advertised in this issue of GOOD HARDWARE.

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I suggest as a phrase describing Good HARDWARE.	
	٠
Name	
Firm Name	<b>.</b>
Street Address	
CityState	
Mail the completed puzzle and phrase to The Puzzle Editor, G Hardware, 912 Broadway, not later than March 31.	



J. S. Wells & Sons demonstrated oil stoves, washing machines and cream separators from this wagon, while the kiddies gave recitations

# Bringing the zip of Broadway to Tahoka, Texas

Two merchants find that vaudeville and selling sometimes mix

## By Charles N. Tunnell

ROADWAY, New York City, is the theatrical center of America, but down in Tahoka, Texas, there are two hardware merchants who are proving themselves to be good showmen.

When business doesn't come to them they go out after it. By using vaudeville methods they are bringing the tang of Broadway to their home town.

The firm of J. S. Wells & Sons wanted to arouse interest in oil stoves, washing machines and cream separators it had.

This is the way the store did it:
An ordinary farm wagon,
loaded with a sample oil stove,
40

washing machine and separator, was decorated with attractive colors and to it were harnessed two fat mules.

To aid in carrying out his project, Claude Wells, manager of the firm, enlisted the aid of two cute little girls, each 6 years of age, and two colored youngsters who were slightly older. This quartet of juvenile performers occupied a place of honor on the farm wagon, which was driven through the principal streets by Mr. Wells.

The latter announced to the population at large that a demonstration would be given in

front of the firm's store and a crowd speedily gathered to witness the performance.

The two small girls opened the program by giving brief readings on "Short Cuts for Mother," and the colored boys followed this with humorous songs. Mr. Wells then presented a thorough explanation of the working principles of the stove, while the girls were busy passing out to the crowd cakes and cookies, which had been baked in the stove. The boys, all this time, were busy operating the washing machine and the cream separator, engaging in a few comic antics on the side.

Not only did this demonstration entertain the public, but it taught those who saw it the working plans and economic values of three useful articles. A standing invitation to visit the store for further information, was heartily responded to by many who were eager to learn more about these household appliances, and many sales were made.

Another and somewhat similar stunt was put over by G. W.

Small, Tahoka hardware and furniture dealer, who hooked up with the home economics class in the local high school.

Mr. Small secured a large dray-wagon drawn by two large horses. Both wagon and horses were decorated for the occasion, and on the wagon was a model kitchen with full equipment.

Two of the high-school girls rode on the wagon and were busily engaged in preparing a meal on an oil stove. A smaller girl, dressed as a cook, was placed upon the dray to attract attention. The other members of the home economics class followed close behind the draywagon in an automobile having this sign: "What's Wrong With the Women?"

Mr. Small demonstrated kitchen equipment in front of the store after the wagon had paraded the town.

While this demonstration was in progress, each of the high-school girls distributed among the spectators some article of food, which she had cooked by using kitchen equipment similar to that carried on the dray.



G. W. Small enlisted these high-school girls in the home economics class to help him sell kitchen equipment



# Bobbed hair fad sells clippers

With the advent of bobbed hair among mothers and daughters, and the necessary barber work that follows in its trail, there are many thrifty women who will keep their hair in attractive shape and still save the expense of frequent trips to the barber shop. Their husbands, fathers, sons or brothers are teaching them how.

This calls for an additional lot of tools that the hardware man heretofore has sold only at intervals. The accompanying

advertisement is one store's method of going after this trade.

# Sewing up jarm machinery sales

Keeping in touch with prospective customers long before they are ready to buy is the secret of the success achieved by Helgeson & Heppner, Onsabrook, North Dakota, in selling implements, such as plows, seeders and drills, to farmers.

"We make a practice of showing new customers through the entire establishment, pointing out how we are able to serve their needs," says J. A. Helgeson. "Frequently we advertise bargains of interest to farmers in an effort to bring them into our store as often as possible.

"We attempt to learn the condition of the equipment on every farm in our territory and as the time for replacing it draws near we call on these prospects and send them literature. As a result when the farmer is ready t buy, the sale is sewed up."

# A thing or two to think about!



# 100 washing machines a year for each outdoor salesman

How the Philip Gross Hardware Company uses house-to-house canvassers

Here's a hardware store that is going out and meeting canvassers on their own field of battle in the door-to-door sector.

Instead of sitting back and letting house-to-house workers sell the housewife goods that a hardware store carries, this firm is hustling after business and increasing, instead of losing sales.

The Philip Gross Hardware Company, of Milwaukee, Wisconsin, discovered that it could throw its own crew of washing machine salesmen into the field and sell door-to-door. Each canvasser is given a quota of 100 machines a year to sell.

The method in which this company works is described in the following article.

HE Philip Gross Hardware Company, of Milwaukee, sells washing machines by operating an outside crew of men who are under the supervision of the store's merchandising manager. The men are paid a straight salary, which, for the purpose of illustrating this story, we will call \$30 per week. This amount is equivalent to 10% of \$300, the selling price of two washers.

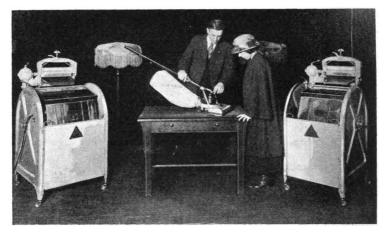
Mr. Philip Gross, Jr., says concerning this plan: "We have set a quota of 100 washing machines a year for each man, which amounts to approximately two machines per week. The salary is based on this estimated average sale. When this number has been reached a bonus of \$25 a machine becomes operative.

This is not payable, however, until the end of the year, as it is partly a reward for stickto-it-iveness.

### Buy carload lots

"The selling of 100 washing machines puts a man in the carload-lot class and when several men are selling at such a rate, the firm is able to purchase in carload quantities at a saving. That point justifies and makes possible a high bonus."

Mr. Gross was asked how long a time it takes to train a



Mr. Gross says home demonstrations can be arranged more readily if the store setting is attractive. A carpeted floor, drapéries and lamps make this store effective.

new man and to develop him to the point where he produces. "That depends mostly on the man himself," he answered. "Each man is given careful instructions by an experienced salesman under the supervision of the merchandise manager. A goodly number of leads are developed in the store and from newspaper advertising, but a man must depend on house-tohouse calls if he is to reach his quota.

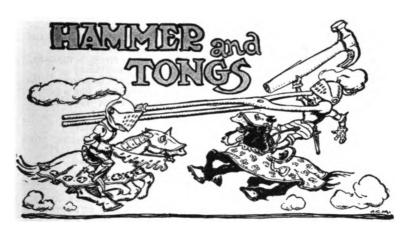
## Six weeks to make good

"At the outside it should not take more than six weeks for a man to make good. Of course, some men do go along for the first two or three weeks without making any sales, but if a man really works he will, under the law of averages, hit his stride within that time."

Almost the exact opposite of the washing machine scheme is applied to electric cleaners which are sold on the "co-operative plan"—the men being paid commissions and bonus only.

The men spend most of their time demonstrating, selling, inspecting and servicing the machines in the homes. Each man spends two half days a week in the store, where he secures leads for home demonstrations to be made later, but a man's sales depend largely upon the amount of house-to-house work that he does.

"Paying simply a salary," says Mr. Gross, "with a distant promise of a raise does not hold out the incentive for best work. A good plan is to pay a salary to reassure those too timid to sell on a straight commission basis and to add to the salary a bonus to bring out their best effort. Under such a plan, an employer gets the salesman's sustained effort throughout his service."



### AN AMERICAN COW

"Have all the cows been milked?"

"All but the American one." "What do you mean — the American one?"

"The one that's gone dry."

#### HIS CHOICE

Mr. Suburb: Which do you advise me to plant-onion seed or turnip?

Mr. Nextdoor: Well, truth compels me to say that my chickens prefer turnip.

The Lord will provide, providing we use a little initiative on our own account

### A GOOD TIME ALL AROUND

"I envy that fat woman when she laughs." "Why?"

"There seems to be so much of her that is having a good time."

#### LOOKING AHEAD

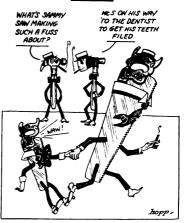
A negro, who was the father of 12 children, all of whom had been rocked in the same cradle, was putting the latest arrival to sleep. "Rastus," said his wife, "dat

cradle am just 'bout worn out." 'bout gone," replied " 'Tis "You all bettah get Rastus. 'nother, and get a good one—one dat'l last."

It's an awful bore when a man will insist on talking of his ailments when you want to talk of yours.

### KNEW SHE WAS A DRIVER

Irritable Husband (to wife driving a nail): How do you expect to knock a nail in the wall with a clothes brush? For goodness' sake use your head, dear!



SHE ACCEPTED HIM "Darling," he cried, "I will

lay my fortune at your feet."
"But you've hardly got any money," she whispered.
"No, dear, but what I have will look large beside those tiny feet of yours."

A DEFINITION "What is untold wealth?"

"That which doesn't appear on the Income-tax return.

STANDING ROOM ONLY Teacher: Can any boy tell me

the earliest reference in history to a theatre?

Tommy: Yes, teacher; we read in the Bible that Joseph was taken from the family circle and put into the pit.

AN INNOCENT ABROAD As a ship was leaving the harbor of Athens a woman passenger approached the captain, and pointing to the distant hills, asked: "What is that white stuff on the hills, captain?"

"That is snow, madam,"

answered the captain.
"Is it really?" remarked the lady: "I thought so, but a gentleman just told me it was Greece.'

**EASY GOING** 

"Where have you run with your new motor-car, so far?" "Principally into debt."

A CANDY KID

"My sister is awfully lucky," said one little boy to another.

"Why?"

"She went to a party last night where they played a game in which the men either had to kiss a girl or pay a forfeit of a box of chocolates."

"Well, how was your sister lucky?"

"She came home with 13 boxes of chocolates."



Mr. Slip Shod Dealer: You traveling salesmen are pretty slick at riddles. Can you tell me this one? "What is an optimist?" Salesman: Sure. An optimist is a dealer who expects to make a big profit in a disorderly store with goods poorly displayed.

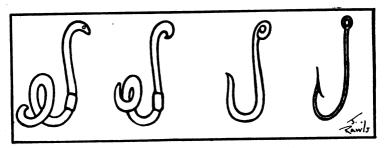


ley radios are licensed under Armstrong Regenerative U. S. Pat. 1,113,149. Other models priced from one tube 50, at \$14.50, to the Trirdyn Special with sloping panel, at \$65. Write for catalog. For sale by good dealers everywhere.

Prices quoted are without accessories Prices West of Rockies—add 10%.

THE CROSLEY RADIO CORPORATION
\*POWEL CROSLEY, Jr., President
348 Sassafras Street, Cincinnati, Ohio

Crosley owns and operates Broadcasting Station WLW



### EVOLUTION OF A FISH HOOK

THOUGHTFUL HUSBAND "John," called his wife from the bedroom, "I heard that clock

strike two as you came in."
"Yes, dear. It was beginning to strike 10, but I stopped it for fear it should wake you up."

### SAFETY FIRST!

Boy: Come on out for an auto ride.

Girl: I haven't a thing to wear. Boy: Never mind; we'll take a closed car.

#### HARD LUCK

"Any luck on your fishing trip, old man?"

"Very little. The schools of fish were playing truant."

### A POOR JOB

"Why do you stare at me?" "Father says you're a selfmade man!"

"Well, why stare?"

"I'm wondering why you made yourself like that!"

#### WANTED-A NUT

An excited man rushed into the town's hardware store.

The salesman behind the counter approached him and asked, "Something I can do for you?"

"I got a second-hand automobile a few days ago," said the man confusedly, "and I'm anxious to get a nut-

"A nut for what?" interrupted the ambitious salesman.

"A nut to drive it for me!" replied the man.

Some people imagine they are being sympathetic when really they are only being inquisitive.

#### A GOOD TRICK

Small Boy: Daddy, can you still do tricks?

Father: What do you mean, my son, "do tricks"?

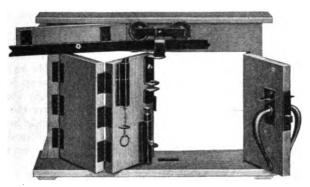
"Well, mamma says that when you were young you used to drink like a fish."

# \$2 for jokes

Turn to the "Vices of 1925" on pages 18 and 19. If you can think of some clever situation, pun or smart saying relating to hardware stores. GOOD HARDWARE will pay you \$2 for each one accepted for "The Vices." We don't want jokes of the type used in "Hammer and Tongs" -study "The Vices" and you will see what we are after. Address The Vices Department, Good Hardware, 912 Broadway, New York, N. Y.

## BUILDERS' HARDWARE

### Here's a Sales Help That's a REAL HELP



National Sliding and Swinging Garage Door Set No. 806 Mounted on Display Model.

# Do You Have One?

One of these attractive working models for window or counter use showing Set No. 806, or 805, as desired. If you do not carry either of these popular sellers drop us a line today for full information.

These models show every piece of the set in its right place and OPERATING. They catch the eye of customers and boost garage door set sales. Get one working for you.

Set No. 806, shown above, is the most economical combination possible with which to efficiently equip garage doors.

It is absolutely dependable

under all weather conditions and is adjustable to meet warping or the raising of cement floors. A very popular feature is the separate hanging of one door, permitting easy access to garage without disturbing the other doors. Your customers will like this combination—the price, the quality and the service. And don't forget the working model furnished to help you sell them.

Write for the new National Catalog No. 19.

# National

NATIONAL MANUFACTURING COMPANY STERLING, ILLINOIS

To answer an advertisement, tear out page and pin to letterhead

Digitized by Google

# How Watterson Bros. cash in on the fishing season

(CONTINUED FROM PAGE 23)

The clerks keep a close tab on the streams and lakes, and the resort keepers and local fishermen help to keep them posted. Bishop boasts of its hospitality and makes every effort to send the tourists on their way rejoicing. That is good advertising.

The novice requires special attention when it comes to catching trout. He can easily be discouraged. Camping and roughing it in reality is different from the book. If the novice fishes in his own way (which usually is in the heat of the day) he will soon get dirty and tired, and not have any fish for his trouble.

He must be told that the early morning and evening fishing is best and how to drop a fly and keep himself out of sight.

The novice should be given a lesson on how to keep his fish from getting stiff and curled by cleaning them soon after they are caught and keeping them wrapped in water cress. When he gets into camp, a little fagged, his fish will not be smelly, but appetizing, and he will be ready to go again.

### Post-cards for mailing

Postal cards stamped and ready for mailing are on the show-cases, and tourists are invited to mail them to their friends.

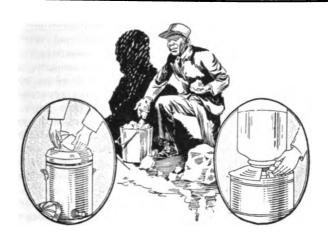
These post cards are scenic and on the address side there is a small picture of the store. I know that these cards have induced many friends of the tourists to follow their footsteps and have added many new friends to Watterson Brothers each year.

Another real service to the tourist which this store gives, is to supply him with the required fishing license. I don't believe it is fair to sell a man fishing tackle and then make him go to the trouble of hunting up the town clerk or wait for him to return from the Lord knows where. After the tourist has bought his tackle he wants to get to a stream. Good will is lost when he has to wait for a fishing license.

### Boost nearby country

During the fishing season the letters that go out from Watterson Brothers' store, have scenes of the fishing country imprinted around the margin. I believe that at least three people handle the letters in the offices of the jobber and manufacturing friends. These letterheads will give them an idea of the country around Bishop and create in them a desire to spend their vacations there.

Patrons of Watterson Brothers' fishing-tackle department may cash in on their fishermen's luck and skill by winning the Watterson cup. It is engraved with the name of the angler who catches the largest rainbow trout on a number ten fly, each season, and has to be won three times before it becomes permanent property. The Watterson Brothers' cup has many names on it and one of them is the name of a member of the fair sex



# Ask Your Customers This Question---

Ask your customers this question—"Who fills your cooler, and how?" Here is a sales argument—one of many we can tell you—which will sell coolers for you in quantities this summer.

And NOW is the time to plan for summer business. Everyone wants cool drinking water in warm weather. Every office, store, or factory should have a readily accessible supply for customers and employees.

YOU can sell them XXth Century Coolers for their water. Call to their attention the filth and danger of the old method of cooling water; point out the advantages of the new way, and the sale is yours.

We will help you sell them. Write us for information about our new dealer help campaign and for catalogue and price list. Meet the summer months with XXth Century Coolers in stock and watch your profits grow.



Cordley & Hayes 46 Leonard Street New York, New York

Makers of

COOLERS

Certiley &	Hayes.
46 L	conard Street,
	New York City.
Gentlemen: Please se formation a	nd me prices and complete in- bout XXth CENTURY coolers.
Name	• • • • • • • • • • • • • • • • • • • •
Address	
City	State
Johner's N	LIDE

To answer an advertisement, tear out page and pin to letterhead

# Augspurger finds a Spring tonic to stimulate sales

(CONTINUED FROM PAGE 36)

have cost us between \$2 and \$3 each. More than this, we encountered more buyer resistance in the field than in the store.

"We have found a cheaper way to get prospects. We generally hold this demonstration in March so the farmers will have time to come. We stage a full two days' program. make sure that everyone registers, we give away each afternoon at 3:30 o'clock four prizes to men and two to women. No prize is awarded unless holder of the number is present. For every person who registers, the clerk fills out a card which tells how long he has had his cream separator, corn binder or tractor. Each visitor gets a number and, what is more, I get a good idea what he may need in the way of merchandise the next season."

For the opening, several manufacturers' representatives were present to explain their lines to interested listeners. The Ladies' Aid Society of the U. B. Church sold dinners to those who were hungry. The women were glad to get this chance to make a little money and all the while they were serving the dinners, they were demonstrating the line of stoves Augspurger carries.

Many of the farmers had never heard a radio until they visited the demonstration, so a radio agent put a loud speaker in one end of the store. This drew a crowd and cost nothing. Saturday night, the patrons were given a free show in the high school auditorium. Motion pictures were put on by the production department of the Ford Motor Company, showing how a peppy Fordson tractor is developed from apparently lifeless metal. The high school pupils took part in the program and a collection was taken for their benefit.

Mr. Augspurger tells how this idea was suggested to him a few years ago.

A salesman for a stove company talked up the idea of having a public demonstration of this kind. He said his company would furnish a free demonstrator, but in order to get this service, the store must contract for six ranges.

### Baking demonstration

They advertised the demonstration to start on Thursday. The stove company sent a woman demonstrator to do the baking and the store owner furnished the material for biscuits and coffee.

As visitors came in, the salesman collared the range prospects and, much to Augspurger's surprise, by Saturday night the salesman had sold 20 ranges, or 14 more than the contract called for. Last year's demonstration cost less than \$100, or under 30 cents for each prospect.

Busy men like GOOD HARDWARE because its articles are short and to the point

# Wilkowski tells how he sells builders' hardware

(CONTINUED FROM PAGE 11)

"We have tried paying low wages and we have tried paying high wages and it has been our experience that high wages are the lowest for us in the long run.

"We pay high wages and the men earn what they get. For one thing, they have to stay here at night and get our orders all loaded, ready to go out the next morning, making pretty long hours, but they don't object because they're being paid for it. Then they are glad to bring in orders because they know their success depends on the success of the business.

"Another thing: when we go after business, we go after all of it. When we get an order for the hardware for a building, we also sell the glass, paints, varnishes and everything. We do glazing and that helps a lot. Once we took an order to furnish the hardware, paint, varnish, glass, shades, building paper, linoleum and refrigerators for an apartment building. We didn't carry linoleum or the kind of refrigerators wanted, but we took the whole order and filled it. Sometimes we can sell stoves along with the hardware, too, but most houses now install furnaces."

Prompt service, Mr. Wilkowski says, is one of the most important factors in the success of a dealer in builders' supplies. Such a dealer usually gets more business in the evening than during the day, because carpenters and builders will drop in after

dinner and pick out their supplies or will telephone their orders at the close of the day's work. Then they expect their supplies to be delivered the first thing the following morning.

For this reason the Wilkowski store always remains open till 9 or 10 o'clock in the evenings, except on Tuesdays and Thursdays. It closes on these evenings in order to give clerks a little recreation. This practice is so generally known among their trade, Mr. Wilkowski says, that they lose no business by it, in spite of the fact that their competitors remain open every evening.

On all other evenings, though, clerks take orders, classify the goods according to delivery routes and load the trucks ready for the first delivery in the morning. So good is the evening trade, in fact, that the store has one more salesman at night than during the day.

## Quick service necessary

"Service is important in any business," Mr. Wilkowski points out, "but it is imperative in this business. If a builder or contractor has a dozen carpenters sitting around waiting for us to deliver an order, he's not going to wait very patiently and the next hardware he needs he'll buy where he can get service.

"We go after the business and when we get it, we back up our claims with conscientious service; that's what enables us to hold the business after we get it."

The extent of Wilkowski's trade in builders' hardware, indicated by a single order that



# Profit by Selling- Oakes Chick Supplies!

Every fountain. feeder and fixture needed to raise chicks successfully is to be found in the Oakes line. For example, note above our Automatic Fountain and Feeder-a perfectly tary, automatic device for water, grain, grit, etc.; fits half-gallon, quart or pint Mason jar. Below is illustrated one of our Chick Feed Troughs; it provides a convenient, sanitary method of feeding growing chicks: gable-shaped grate prevents wasting or fouling of feed.



YOU can sell these and other Oakes Quality Poultry Supplies to excellent advantage. Write for catalog and discounts.

OAKES MFG. CO. 345 Dearborn St. Tipton, Ind. he placed for 200 dozen inside locks, 20 gross of sash locks, 600 rolls of building paper, 2,500 gross of 3½-inch butts, and other items in proportion. Furthermore, he says, he buys 500 gallons of varnish at a time and orders white lead, nails and some other goods by the car-load.

"We buy in large quantities, at cash prices, for the sake of the discounts," he explained. "Some small dealers may turn their stocks faster than we, but they haven't made much when they make a turnover. Say a dealer buys one keg each of several sizes of nails and sells them in a week, while we buy a car-load and sell them in a month; we have profited more than he, because our trade discounts, our cash discounts and our lower freight rates far over-balance his profits on several small turnovers.

## Delay is fatal

"If a dealer hasn't got the goods the very day a builder wants them, the builder very likely will go to a dealer who has what he wants when he wants it. One of the biggest things in this business is having the goods and letting your prospects know you have them. A delay of one day on a big building may cost the builder or contractor a pile of money and woe unto the hardware dealer who is responsible for the delay!"

The Wilkowski Company at present occupies a three-story brick building, 60 x 100 feet, on the corner of Chene and Hancock Streets, and carries a complete line of general hardware, in addition to builders' supplies.



# Why the Demand for EAGLE Is Steadily Increasing

The Eagle Dealer-Help Plan is a business-developer for dealers everywhere. We will gladly tell you about it.





THE steady growth in popularity of Eagle White Lead, Pure Old Dutch Process, comes from master painters and home-owners who want the finest material. Their demand is increasing the business of the many dealers who are more and more standardizing on Eagle White Lead.

The qualities of long continued whiteness, smooth and easy brushing, great covering power, uniformity and permanence, are good enough reasons why good painters have been using Eagle White Lead since 1843.

Eagle is still produced by the Old Dutch Process of slow sure corrosion, requiring approximately ninety days—a process costly to the manufacturer, but necessary to the production of the finest material.

The EAGLE-PICHER LEAD COMPANY 865-C · 208 South La Salle Street · CHICAGO

# EAGLE White Lead

PURE OLD DUTCH PROCESS

# The hardware chain store of the future—its methods

(CONTINUED FROM PAGE 28)
ness and sold more goods. But
don't forget that this happened
in a thickly populated section.

On the other hand, we must not conclude that a chain carrying a large variety is not possible. There is a large chain of dry goods stores, for example, doing a volume of over \$40,000,000. One store alone does more than \$15,000,000. This dry goods chain gives complete service, delivers, carries charge accounts and gives every service that the department store is called upon to give. But it is probably an exception to the general rule.

The million dollar hardware chain won't give much service. It will specialize in household hardware—fast selling goods. It will cater particularly to the home and the mechanic and it will steer clear from all that type of business which requires a large amount of personal service. It will keep away from specials and goods of infrequent The one thing the demand. chain has learned is to say gracefully: "We don't carry that item." It doesn't object to business going to competitors, especially if it is business that the chain does not find profitable.

### A small store

The unit hardware chain store will be a small store. In the first place, there is not sufficient hand-picked hardware business in a given community to support a large one. The store will

probably be operated by one man with possibly the assistance of a boy or a clerk as helper. It will keep its overhead down, conduct its business in a small space and, perhaps, bring its cost of selling down considerably below the regular service hardware dealer.

Another thing the million dollar chain will have is its own jobbing house. A chain cannot effect its greatest economies unless it performs its own jobbing function. The jobbing house may operate under a different name, but it will nevertheless be controlled by the chain and supply the unit stores.

## New supplies daily

It often works this way in chain circles; every community has one or more defunct job bers who are about ready to give up. The chain makes overtures to them and gains a controlling The jobber disconinterest. tinues his retail sales but supplies the unit chain stores and, in addition, builds up a business with contractors. He also sells railroad and marine supplies, and deals with large buildings and similar trade so as to give him sufficient volume to enable him to get buying power. unit chain will draw daily on the jobbing house for its supplies and thereby keep down its stock, insure a rapid turnover and effect a large number of economies all along the line.

Now most hardware "chains" existing today are merely more or less associated stores or branch stores. They do not, generally, have a jobbing house,

# Along with Gasoline

# sell oil at the curb—

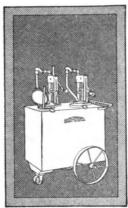


Fig. 65

it yields a big profit on small investment.

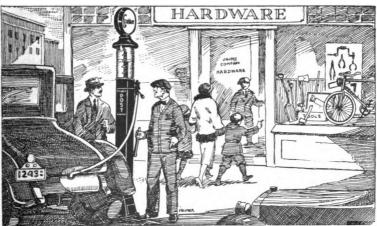
Bowser's two-compartment wheel tank (65) is ideal. It is the standard Bowser piston type self-measuring pump—standard Bowser tank, steel top—cold rolled steel rack and pinion—anti-drip nozzle—tank mounted on easy-roll wheels.

The outfit is entirely and absolutely waterproof because of Bowser's special watertight, dirt-proof cap construction.

This wheel tank is especially adapted for stores, garages and repair shops, where time is an important factor in service and where absolute accuracy is highly rewarded. Immediate shipments can be made from warehouse stock.

For price, etc., address Dept. 54

S.F. Bowser & Company, Inc.
Pump and Tank Headquarters
PORT WAYNE, INDIANA.
Sales and Service Offices and Buresentatives Everywhere



To answer an advertisement, tear out page and pin to letterhead

yet they effect some economies by pool buying, drop shipments, and so forth. But the million dollar chain will perform its complete jobbing function and, by eliminating many of the services that the regular jobber is called upon to render, such as traveling men, carrying accounts, and so on, a considerable saving will be effected.

### Cut-prices

The million dollar chain will promote its business largely on the basis of price. It will attract most of its trade on that basis, at least until it gets people in the habit of coming and a volume is built up. The chain will offer weekly, or sometimes daily "specials" as bait, and here is one of the greatest evils of the chain system. It demoralizes business. It is troublesome competition to meet.

When the chain once comes, your customers will ask you some questions that are going to be very hard for you to answer. The chain will, perhaps, sell goods as cheaply as you can buy them. This, of course, is not entirely new to the hardware trade, for department stores and variety chains have been doing that for some time, but the hardware chains will aggravate the situation.

For the benefit of those jobbers who may be reading this article, let me say that if you think you have troubles as the result of competitors' price cutting at the present time, just wait until the chain store comes and your real troubles begin! Paraphrasing the words of the comedian, "You ain't seen nothing yet."

Now, of course, a million dollar hardware chain will have to command capital, for it takes money to conduct both a string of retail stores and a wholesale house. But in that particular, the chain is faring better every day, for the simple reason that Wall Street is much interested in chain stores nowadays.

There have been many great chain successes and many fortunes made. Wall Street is ready to lend a willing ear to any man who has a well worked-out plan. When the chain is once started, it will not fail because of the limitations of capital. In that respect it holds a tremendous advantage over small retailers today.

But the million dollar chain isn't here yet. There are still many details to be worked out. Yet you musn't forget that some of the brightest minds in the merchandising world are busy scheming along these lines and the chain hardware is entirely within the realm of possibility.

But by being alive to the situation, by familiarizing yourself with chain principles, you can do more to head off its coming than by ignoring its possibilities.

You know the old bromide about "an ounce of prevention."

NOTE—In a succeeding article, the weakness and strength of the chain will be discussed.

A pocket-book with money in it—GOOD HARDWARE.

# The story of the washing machine

In the olden days, the family laundry was done at the brook.



Later, hardware stores brought the brook to the home through sales of pipe and pumps and furnished a washboard and tub to do the laundry with.



In the last two years American homes have been supplied with over \$150,000,000 worth of electric washing machines.



The hardware store was the third greatest distributor.

# A gold-mine of ideas for 80c

How would you like a gold mine—a gold mine from which you could produce instantly new money-making ideas, sales boosting plans, window trim layouts?



In 12 numbers of Good Hardware there are hundreds of ideas. This binder holds a year's issues—keeps them clean and fresh. You can always find what you want if your magazines are kept in this binder.

It's sold AT COST PRICE, as a service to our readers. We want to help them get the most out of Good HARDWARE.

If you want one or more binders, better write NOW. The supply is limited. Clip and mail the coupon today!

#### SOLD AT COST PRICE =

GOOD HARDWARE,

912 Broadway, New York, N. Y. Here's my 80c. Send binder to

Name .....

City .....

## Fitting an electrical department in your store

(CONTINUED FROM PAGE 31) veyed that electrical supplies are sold. This alone will bring in many sales.

A self-contained electrical department can be set up in six feet of wall and counter space. This will not provide space to demonstrate vacuum cleaners and washing machines, but in such a space all the electrical appliances handled by small hardware stores can be accommodated.

If larger appliances are to be sold, more space will be needed. To properly sell vacuum cleaners, space should be provided for a demonstration.

A vacuum cleaner stand similar to the one shown on page 30 takes up very little space and can be easily built. This stand will accommodate several cleaners. The cleaners should be connected so that they can immediately be demonstrated. Spring clips hold the cleaner handles in place and this helps give the stand an orderly appearance. If space permits, one or two chairs should be placed in front of the vacuum cleaner stand so that customers can be seated while the demonstration is being carried on.

### Must be seen

In your electrical section the staple goods which customers must buy regularly, such as lamps and flashlight renewal batteries, should be placed in the rear of the department. The washing machines, sewing ma-

chines, ironers and similar appliances should be located at a point where they will be seen by everyone. These appliances are bought but once and the public must be taught that you sell them. If they see them every time they come to you for lamps or batteries, they will know that you handle this class of merchandise.

If you sell floor or bridge lamps, these should be placed so that they decorate the department. They should be equipped with low-wattage lamps and lighted. Much of the beauty of the finest electrical stores is contributed by its floor and bridge lamps.

## Wire display tables

Wall and floor cases, or booths. can be used to display portable lamps and kindred devices. A popular type of case is shown in the illustration on page 30. A chair and table placed near your appliance case will help make sales. The customer can then be seated while the sales talk is being made and can have her attention concentrated on the one appliance. This table should be wired, so that the appliances can be connected.

Rugs on the floor of the electrical department add to its appearance. They also permit the demonstration of the vacuum cleaners.

Women buy a large percentage of the electrical devices sold and the homelike appearance of your department will appeal to them. If two or three rugs are used, it is well to have them of

# The Spring Building Boom Will Bring Stove Business to Dealers Selling

# **ALLEN'S PARLOR FURNACE**

This Furnace Placed Above the Floor Solves Heating Problem of Small Home Owners.

Scores of new homes right in your trading radius will be built this Spring. Every Spring brings a building boom. For many small home owners the cost of basement installation of steam, hot water or warm air systems is too much.

An Allen's Above-the-Floor Parlor Furnace will save the small home owner the cost of digging a cellar. This amount saved alone represents twice as much as the price of the Furnace.

This system will heat a five, six or seven room new bungalow when properly arranged for circulating heat. It's really a small pipeless furnace placed above the floor. In old homes it will replace several stoves.



# AN-ABOVE-THE-FLOOR FURNACE

Write today for our free Sales Plan Book. Close the agency for your locality. Let our Sales Promotion Department help you place sales with new home owners this Spring.

Allen's is the Original Parlor Furnace. It furnishes warm, moist air circulating heat to from five to seven rooms. It REQUIRES NO CELLAR. Saves HUNDREDS OF DOLLARS on new homes. Beautifully finished in grained vitreous enamel, Walnut, Oak or Mahogany.

# ALLEN MANUFACTURING COMPANY NASHVILLE, TENNESSEE

Makers of the famed Allen's Princess Range, a specialty among stove lines for a quarter of a century

Remember - Allen built the ORIGINAL Parlor Furnace!

the same size. This will allow you to change their position and no one rug will get all the wear.

The lamp manufacturers supply lamps in cartons which carry a sales message. These cartons, if used properly, will help you sell lamps. All lampselling authorities say that lamps should be displayed on shelves so that the customer can see the cartons. Some sort of lamp demonstrator should also be used.

GOOD HARDWARE told how to make such a demonstration on page 36 of its August, 1924, issue.

All that is needed for this is some arrangement for mounting a number of lamp sockets with individual switches for each. The different types of lamps are then inserted in the sockets and the customer can select the lamp he wants. There should also be a socket to test lamps, so that the customer can be assured that his lamps will light.

## A utility counter

A utility counter placed in front of the lamp display will be found useful. A type of counter which will prove very useful for an electrical department is one divided longitudinally in half. The front forms a show-case for displaying small appliances and in the rear are drawers and spaces for wrapping paper, twine, craft tape and other shop-keeping aids. The drawers can be used for sockets and small stock.

A display panel showing the wiring devices you sell will help. Mount the devices on a panel,

with their names or a number under them. Then place the panel back of the utility counter where the customer can see it. If the devices are numbered, you can also number the drawers in the utility counter so that device No. 15 will be found in drawer No. 15. This will speed up your service.

## A display board helps

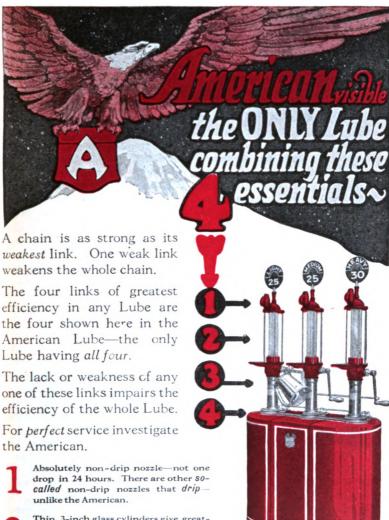
Many people don't know the names of these wiring devices, and a display board helps them tell you what they want. Then, too, while their packages are being wrapped, many customers will see on this board devices which they need in their homes. The result will be added sales.

Lamp cord and other electric cords can be displayed on the reels on which they are wound at the factory. A rack can easily be made to hold a number of reels, mounted so that the customer can see them. Such a rack will speed up lamp-cord sales.

Everyone has heard the statement that goods well displayed are half sold. In the display of electrical goods, this is particularly true.

The hardware dealers who do the greatest electrical business are the ones who have wellarranged electrical departments.

Selling ideas are the big things in business today. GOOD HARD-WARE specializes in selling ideas.



Thin, 3-inch glass cylinders give great-

est visibility and easy operation. Show oils in clean and attractive manner. Pump measures absolutely accurate quantity.

No drip pan and return line into pump carrying dust and dirt-all working parts are in neck protected from corrosion and dust.

Tank always clean and attractive, and absolutely waterproof. Outside of tank offers splendid opportunity for advertising brands of oil.

## The American Oil Pump & Tank Co.

1151 Findlay Street

CINCINNATI, OHIO

# House-cleaning time dollars

No woman can clean house from cellar to garret without discovering a host of little things she needs.

Rightly managed, this state of affairs opens a big opportunity to hardware dealers.

Not only can the hardware merchant sell the housewife the appliances she must have for the actual task of house-cleaning, but he can supply the 99 other incidentals needed straightening up a home.

The old-established firm of E. O. Hall & Son, Ltd., of Honolulu, T. H., cashed in on this

idea:

In Honolulu, where the delightful June weather prevails the entire 12 months in the year, there is little chance for Spring and Fall house-cleaning, since every day is "Spring." houses get dirty there, as elsewhere, so E. O. Hall & Son staged а sale of household wares.

## Full-page ad

On the Sunday previous to the sale, the firm came out in the newspapers with a full-page As leaders, it announced a variety of specials that were excellent buys. In the first place, the concern knew that these specials alone would bring scores of women to the store. Secondly it was a cut-and-dried proposition that no woman could clean house without missing a great many things she needed, and such items were temptingly

offered to the busy housewives.

in the ads woodenware, tinware, glassware, earthenware, aluminumware, paper goods and dozens of items that are necessities or which add to the convenience of the home. Gas ranges and refrigerators came in for a share of this Spring publicity, and at the bottom of the page was the most pulling inducement of all, reading: "Our 10c.-15c.-20c.-25c. small wares tables are full of household conveniences-the things not thought of until seen. Don't miss them!"

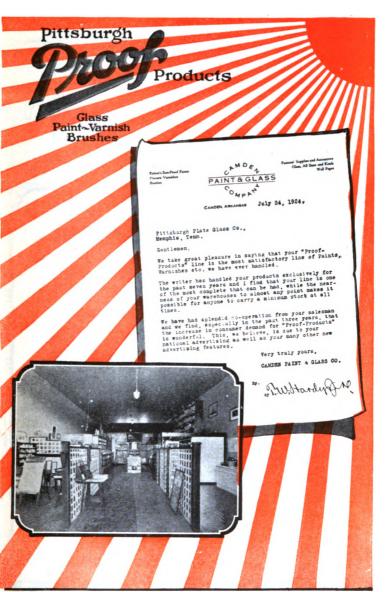
## Open displays

At the store, tables were devoted to each of the leaders advertised. One table held all the cleaning supplies, each with a price card. The glass, tin, aluminum and other wares were displayed separately on open shelves, where every utensil could be handled by the prospective purchaser. The only things "under cover" were some of the finer electrical merchandise items.

On the main floor, near the door, lawn-mowers were displayed, and on either side of them garden seeds and small garden tools had a place.

The windows, of course, were filled with cleaning supplies and backed up the ad by showing displays of the goods advertised.

Pass GOOD HARDWARE along. Let others read it.



# PITTSBURGH PLATE GLASS CO.

Paint and Varnish Factories ...... Milwaukee, Wis., Newark, N.J., Portland, Ore

To answer an advertisement, tear out page and pin to letterhead

Digitized by GOOGIE



# What does this

Every day in the year people in your town are sending their money away. They are buying goods from the big catalogue houses.

What does this mean to you?

During the past year (according to the best estimates), the mail order houses did a business of \$850,000,000. That's about \$8 for every man, woman and child in the country. How much of this was taken away from your town? How much of this was taken right out of your own store?

The big mail order houses get this business by advertising their special cut-price catalogues and bargain offers. They advertise in magazines that reach the home—particularly in women's magazines.

But they cannot advertise in The Delineator. They cannot use The Delineator to get your cus-

# The DE LIN Goundar of



# mean to You?

tomers away from you. The Delineator does not accept or publish the competitive advertising of the mail order houses. Delineator readers spend their money at home. They buy from their local merchants.

What do you think of this policy? Other women's magazines accept this type of advertising. Is there any reason why we should not?

Write us. Tell us what you think. We are interested in your ideas. We want your point of view.

A number of merchants have written us telling us what they think—and also what they are doing to keep trade at home. Send us your ideas. Your letter will be treated as confidential. Just address it to H. S. Lines, The Butterick Publishing Company, Butterick Building, New York. But send it today.

# EATOR BETTER HOMES IN AMERICA

# One-idea window a success

Sometimes one idea, clearly put forward, is worth half a dozen ideas presented in a hodgepodge fashion.

An Iowa hardware merchant has hit upon the plan of having one-idea windows. He means by this that only articles bearing on one particular point are dis-

played.

There is a certain amount of psychology about it, he declares, that holds the attention of the passerby and makes for a great many more sales than if the window were a hit-and-miss affair with no central idea around which to group the hardware for sale.

As an example, this merchant recently had what he called: "A window of sick-room helps."

In the center of the window was a large placard bearing the message:

#### SICK-ROOM HELPS

The rest of the window space was occupied by groups of articles advertised as "helps."

Calling attention to each group was a rhymed verse explaining the merits of the article in question and its desirability in the sick-room.

Behind a collection of bells, attractively displayed, was this:

Conserve your voice,
For a ring from me
Will bring you help
Immediately.

Wire bicycle baskets urged their sale by:

A great convenience I
If fastened to the bed,
For I'll hold your magazines
And books, until they're read.

A collection of casters had this sign:

Put me on the legs
Of the bed-side table;
Then to move me
The patient will be able.

Door stops of different kinds offered a good suggestion by this pointed verse:

I'll keep your door From blowing to; And thus I'll save The nerves of you.

Thermometers displayed this convincing placard:

Without worrying
You'll know by me
That the heat of the room
Is what it should be.

Vacuum bottles held an advantageous position and advertised their usefulness by this:

Cold water or hot, Which shall it be? For I keep either one Quite perfectly.

Clocks with illuminated dials held their own in this manner:

I'll tell you the time
Without any light,
And help you keep cheerful
Throughout the long night.

Trays of various sizes had this jingle:

If things are placed
Upon a tray
'Twill save you steps
Throughout the day.

# Bigger Hardware Business

## In the Harness Field

THIS spring don't miss the hardware profits that are a big part of the farm market—harness. Open a department—display trace chains, breast chains, tie out chains, etc.—carry the repair items every farmer must have. You'll make more money and many new customers.

Many hardware dealers are getting this business now and are steadily increasing their volume. Ask your jobber for particulars.

# Company, Inc.

CO., Limited, Niagara Falls, Ontario

Chicago New York
Pittsburgh San Francisco

Welded and Weldless Chains for Ai! Purposes



Halter Chains
Tenso Pattern
Fitted with Welded Ring,
Wire Toggle and Snap,
Blwel and Acco Patterns
in welded chain. Also furnished in American, Lock
Link and Niagara Patterns

in weldless chains.

Elweltra Traces
Most dealers do a big business in these electrically
welded trace chains.
Lengths, 61/2 feet to 9 feet.
Proof strengths of 1000 to
1900 lbs. Finished bright
of japanned, electro-galvanized or electro-copper
plated.



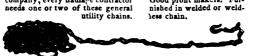
There's good profit in Breast Chains. Ajax suppiled in 6 lengths from 28 to 48 inches. Finishes: Polished, XC Plate or Imlitation Rubber. Also a complete line of Elwel Breast Chains in single, Jouble slack or tapered chain.

### **Utility Chain**

Log or Binding Chain will serve your customers much better than rope. Every farmer, every lumber company, every haulage contractor needs one or two of these general utility chains.

#### **Elwel Cow Ties**

Far more sanitary than rope—last longer. Save the dairy man's time. Good profit makers. Furnished in welded or weld-





## Al's letter jolted a mail-order house

Colonel Al Fairbrother of Greensboro, North Carolina, believes in spending his money with the local merchants.

A number of concerns have Leen sending neckties out in considerable quantities, addressed to individuals on approval, with return postage.

Colonel Fairbrother received by mail four ties, but instead of remitting or returning them, he wrote the following letter to the firm:

Dear Sirs:

This morning's mail brings me your package of four neckties

which I never ordered.

Waiving the question as to whether or not it was presumptuous on your part to send a man four neckties and ask him to remit \$1.50 for them, will say that they are here in good shape—held subject to your disposition.

ject to your disposition.

The 8c. stamp is also here and you can have it if you come personally after it or send an accredited representative to receive it.

I shall charge you storage at the rate of 10c a day on these articles, and if not called for within a reasonable time, will give them to some charity bazaar or something of the sort.

I am engaged in other work, thinking being my main occupation, so if you want the neckties sent back you will have to send someone to wrap them in the envelope you sent and lick the sweet

mucilage on the 8c. stamp.

There are many first class stores in this city selling neckties at reasonable prices, and I do not see why you should so heroically undertake the self-appointed task of selecting and sending to me on approval, without any suggestion from me whatever, four neckties which I do not want and which I will not use. If you will look at

my birth certificate again you will find that I was not one of the "born every minute" kind.

If you conclude to come down to personally conduct the shipment of these ties, which are held subject to your disposition, I will call attention to the fact that we have good hotels, and the entertainment committee of the chamber of commerce will no doubt try to make your visit enjoyable. If you send a representative to get the ties and stamp, be sure to give him proper credentials and have him call on me only during business hours.

I am registering this letter so I

will know that you receive it. How would you like to trade

some neckties for a vinegar recipe?

Do they have any moving picture shows in your town?

Do you think that the cafeteria

has come to stay?

Hoping these few lines will find you well, and wishing you the compliments of the season, I am,

Respectfully,

AL FAIRBROTHER.

# Book covers field of merchandising

A book of interest to merchants is "Constructive Merchandising," by Robert E. Ramsay, and published by D. Appleton & Company, New York City.

In 40 interesting chapters the author gives the reader effective plans for increasing sales. He lays down sound principles that govern constructive merchandising. He then covers with care and fullness every medium and every method of merchandising for manufacturers, wholesalers and retailers, with direct reference to the particular products of every kind of distributor. Points that need illustration are clearly pictured.

# Galaday brought out Ford owners

Here's an idea you can spring this Spring.

Merritt McNeal, of the McNeal Mercantile Company, Watson, Missouri realizes that the automobile plays a big part in the transportation of customers from farm homes to town, so he held a special "Ford Day" sale, stimulating interest through prizes.

Auto accessories were offered as prizes and arrangements were made with a local lunch counter to serve hot lunch to visitors.

The prize offers follow:

### FORD DAY

5,000 Fords wanted in Watson on Ford Day. Bring your dinner and supper. Make a big day of it. Ford parade at 3 p.m.

A prize of a 30x3½ inner tube will be awarded in each of the fol-

lowing contests:

- 1. The best looking Ford.
- 2. The most dilapidated Ford.
- 3. The noisiest Ford.
- 4. The oldest body-design Ford.
- 5. The oldest man or woman driving a Ford.
- 6. Slow Ford race for women.
- 7. Ford hauling largest family in parade.
- 8. Ford touring car carrying most boys under 16 years of age.

FREE—1 quart of oil with the purchase of 10 gallons of gasoline. FREE—One inner tube with

FREE—One inner tube with each tire sold.

COOKY AND CRACKER DEMONSTRATION

Range Demonstration Free Movie



# Trim features paint economy

The most general criticism of paint windows is that they are too fussy—contain too many objects and do not convey a single clean-cut idea.

Here's one window idea that surely escapes this criticism.

A merchant had an empty gallon can cut in two by a tinsmith. He then fitted a piece of wood in each half and gave the wood a thin coating of plaster of paris which produced the effect of white paint. A house paint label was put on the halves and they were arranged in the position shown in the sketch, with a large butcher knife smeared with white paint, between them.

The knife apparently had cut the can in two and a hand-lettered card in the background told the story in a terse way. It read:

# CUT YOUR PAINTING COSTS—SEE US!

To set off the display a square of colored paper was placed on the floor of the window with a border made up of color cards and folders.



# Look for this Emblem

Many manufacturers are now using it in their advertising and catalogs.

They are proud to tell the world that they are members of the Izaak Walton League of America, as well as being advertisers in the League's Magazine, OUTDOOR AMERICA.

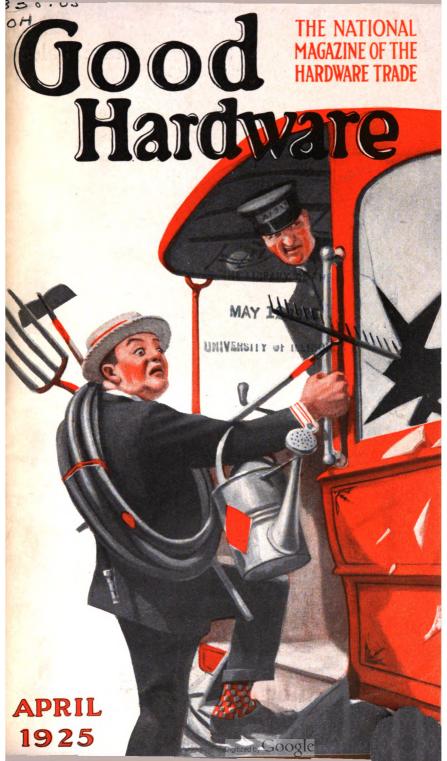
They are helping in the great work of conservation and in so doing they are helping to create a wider market in which to sell sporting goods.



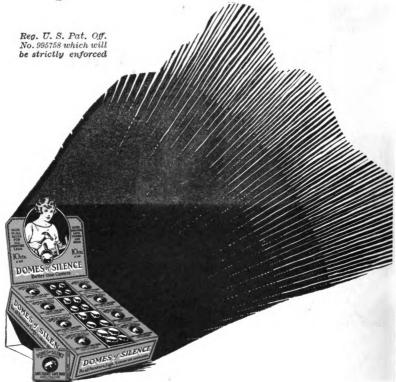
Hardware Dealers and Jobbers! Find out what the Izaak Walton League is doing to conserve the Sporting Goods Business.

Get a Free Copy of Outdoor America

To answer an advertisement, tear out page and pin to letterhead



Group Small Wares—Increase Sales



# Two Styles of Packing

Straight Sizes
Packed ¼ gross sets any
one size.

Assortment as illustrated Packed 1/3 gross—1/2 in., 5/8 in., 3/4 in., 7/8 in., assorted.

P-1961

## DOMES of SILENCE

A Fast Steady Seller Highly Profitable

Just Display the Carton

MADE IN SIX SIZES  $\frac{3}{8}$  in.,  $\frac{1}{2}$ ,  $\frac{5}{8}$  in.,  $\frac{3}{4}$  in.,  $\frac{7}{8}$  in., and 1- $\frac{1}{8}$  in.

Your nearest Jobber carries a complete line Apply the largest size possible

## DOMES of SILENCE Division

Henry W. Peabody & Co. 17 State Street, New York City



# Index of COMPLETE GARAGE HARDWARE SETS \*\*\*

issued by McKinney Manufacturing Co., Pittsburgh



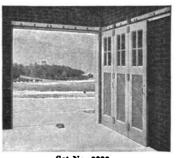
Set No. 9010



Set No. 9012



Set No. 9018



Set No. 9023





Set No. 9039

To enswer an advertisement, tear out page and pin to letterhead

Digitized by Google

# Answers—

### to some of the things you've asked us

HE editor of Good HARD-WARE has just returned from a month's trip extending into a dozen different States. He called on scores of hardware stores.

We are very much pleased with the enthusiasm with which most hardware dealers are receiving Good Hardware. We are very proud of the fact that Good Hardware has attained the distinction of being read in more hardware stores than any other magazine.

The success of Good Hardware has been so sudden, so phenomenal, that many dealers and clerks have had many questions to ask about Good Hardware in these talks. In this short article we are going to answer in simple question and answer form, some of the most frequent questions asked the editor on this trip.

Who publishes Good Hardware?

GOOD HARDWARE is published by the Butterick Publishing Company of New York City, one of America's largest publishing houses.

Why has Good Hardwarebeen so successful as a hardware magazine?

Because in editing Goon

HARDWARE the merchant's interest is given first consideration. Fifty years of publishing experience and a broad understanding of retail problems have enabled the Butterick Publishing Company to put out a magazine that is of interest and of practical service to live hardware dealers everywhere.

What about Butterick and the mail order houses?

The Butterick magazines were the first magazines of national circulation to eliminate from their pages the advertising of all mail order houses,

What other magazines does the Butterick Publishing Company publish?

The Butterick Publishing Company publishes The Delineator, The Designer, Everybody's Magazine, Adventure, The Butterick Quarterlies, The Progressive Grocer, as well as Good Hardware.

Why was Good Hardware started?

In order to keep contact with retailers and jobbers, and in its campaign on mail order advertising, bulletins and folders were issued frequently by The Butterick Publishing Company. These were the humble beginnings of Good HARDWARE.

Who sends Good HARDWARE to the retailer?

GOOD HARDWARE is sent to the select hardware retailers throughout the United States through the courtesy of and with the compliments of the Butterick Publishing Company.

Does the retailer pay for Good Hardware?

No. The retailer is not asked to pay for Good Hardware.

How can the Butterick Publishing Company afford to send Good Hardware free?

It is a tradition in magazine publishing to sell magazines at much less than the cost of producing them. For example, it costs about 20c to publish one copy of the Saturday Evening Post, yet it sells for a nickel. This nickel doesn't begin to pay the cost. Very frequently magazines spend more money to sell subscriptions to retail merchants than the total receipts from the subscriptions. Why waste this money? So we give you Good HARDWARE free and save money for you and for ourselves.

Who pays for Good HARD-WARE?

In the final analysis, the advertiser is the one who makes it possible for any big magazine to be circulated. That is true with Good Hardware, just as it is with any other national magazine.

How can the dealer show the publisher his appreciation for Good Hardware?

The dealer can best show his

appreciation for Good Hardware by telling the advertisers in Good Hardware that he saw their advertising there. Everyone likes to spend his advertising money where he hears most from it. Letters from the trade help the manufacturer to know that his advertising is effective and it benefits the magazine, the advertiser and the dealer.

Do advertisers really care about hearing from retailers?

You bet they do! You know how it is in your own case. When you run a general newspaper advertisement you like to have people say something about it. The comments act as straws to show that your advertising is being read. Very often you cannot trace direct sales as a result of advertising but a few comments from your customers help a lot. The same holds true with manufacturers.

How can this best be done?

Whenever you write an advertiser about some product you saw advertised, be sure to mention the name of the magazine in which you saw it. Don't mention any magazine that comes to your mind—but give credit to the right publication. Say a word or two to traveling salesmen about the advertising of their firms in the trade press. It's a good thing to get into the habit of putting a P. S. on your letters—"Saw your ad in Good Hardware."



# Good Hardware

ADDII 1025

No

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Sunshine for the l States		rs in the great for the march	4.
Strong and weak	points of the	hardware chain s	tore 15
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### Issued Monthly by TRADE DIVISION—THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

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# Good REGISTERED U. S. PAT. OFF. Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI

April, 1925

No. 7

#### A LESSON FROM THE NORTHWEST

The sun is shining again in our great grain belt. That is the theme of an article in this issue—an article that you will want to read. It tells of the ups and downs of the rural hardware dealer during the past five years.

One of the points scored by the Northwestern hardware merchant who wrote this article is that adversity led to diversity—that bad conditions in the wheat belt forced merchants and farmers to give serious attention to diversified agriculture.

The hardware merchant can well afford to be a prime factor in the diversification movement. He is in a position to do educational work with the farmers and act as a clearing house for information on this subject. Next to the farmer, he has most to gain, for a diversified farming community consumes much more hardware than a one-crop section.

#### CLEARING OUT THE DEAD STOCK ITEMS

Your inventory uncovered a number of slow moving articles—and some dead stock. The money invested in them should be gotten out, and invested in live side lines and rapid selling merchandise.

If you haven't yet disposed of your slow movers, uncovered by your inventory, get them out on the bargain counter, and get at least some of your money out of them. You don't take \$5 and \$10 bills, lay them on your shelves and forget about them, so why bury \$5 and \$10 bills invested in dead stock.

#### T YOUR PART IN AIDING REFORM

A lively public interest in reform movements is the surest way to keep them alive. Two movements that the hardware trade has demonstrated much interest in are those of the decimal system and simplification.

The hardware dealer can do much in keeping them stirred up. The decimal system has made much progress in the past two years, largely because of a lively interest on the part of the trade. The number of firms pricing and invoicing in quantities of one, tens and hundreds, is constantly increasing.

Applaud those who have discarded the clumsy, unscientific dozen gross system, and urge those who have not already done so to adopt the decimal system.

In the case of simplification, lend every assistance to cutting down variety, and be cautious in making demand for specials and off sizes, patterns and finishes.

#### MORALS AND MACHINERY

Here's something worth thinking about. Out of the 24 greatest inventions that have contributed most to the progress of man, 17 of them have been made in the last 125 years and only 7 of them in the previous 150 million-odd years since the beginning of the world. In other words, today is the period of great inventions and rapid changes.

But the moralist raises the question as to whether we have made the same progress morally that we have mechanically. Are our relations of man to man and nation to nation on a sufficiently high level to get the most out of these great inventions—or are our relations on such a low plane that we are going to use these inventions to destroy one another—for example, by war?

It is possible for our mechanical inventions, they say, to become our own destruction, unless our moral fibre enables us to put these inventions only to good use. What do you think of it?

#### T NUTMEGGER GENTLEMEN

Salesmen calling on the hardware trade and selling wholesale only, in the State of Connecticut, have organized themselves into an association. They named themselves "The Nutmeggers." Their purpose is to jealously guard the ethics of their craft, their moral standing in the community, and to boost the hardware business.

They will endeavor to give new and young men in the field a lift and teach them the unwritten laws of their profession. Here is their slogan—"A Nutmegger will always be a gentleman."

#### THE OLD-TIME DRUMMER GOES

Only a few years ago, the chief qualification of a traveling salesman was to be a good trickster.

Today we have the traveling salesmen organizing themselves for the ethical and economic betterment of the hardware business. The old drummer type has passed out of the picture and in his place we have today, representing the reputable houses, decent, honest, intelligent business men in whom the retailer can generally put confidence and consult with on his business problems.

The modern type of representative can generally give you helps, suggestions and ideas that you cannot afford to be without. He knows that the merchant's interests are his interests.

#### Wouldn't be without it!

Nampa, Idaho.

Editor, GOOD HARDWWARE:

We want to thank you for sending us your magazine. We have been receiving this for some time and will say that it has proved both instructive and entertaining. We get a good many ideas that are invaluable to us on how other people do things. We hope that you continue sending us GOOD HARD-WARE, as we do not like to be without it. Thanking you in advance, we are

Yours truly,
Christenson Hardware & Implements Co.,
Per A. H. CHRISTENSON.

# Sunshine for the hardware dealers in the great farm States

What four years of adversity have taught farmers and merchants in the Northwest

#### By a Northwestern Hardware Merchant

The silver lining has broken through the clouds. The hardware dealers in the grain belt are staging a powerful come-back after four years of adversity. The farmers and the merchants have learned their lesson.

What the great grain country and its merchants have suffered and learned as a result of the collapse in farm prices and four dark years is told in this article. Every hardware merchant, whether located in a city, in the cotton belt, or in the grain section will be interested in reading what follows.

THE Northwestern merchants have just passed through four years of hard-sledding. Wheat prices tumbled, land values dropped, banks failed. In this state of affairs, the hardware men of the grain belt had their problems—hard ones.

But now the sun is shining through. Last year, wheat prices went soaring. Former losses were largely recuperated. Today, there are few hardware stores in the Northwest that are not on a sound basis.

During the past four years of

business stress the hardware merchant in the so-called wheat country has been chief actor in little dramas of this type:

Farmer Customer: Er—say, Frank,—er—my gas engine's gone on the blink and I need a new one bad. I was just wondering if you—if I—if my credit'd be good 'til Fall.

Merchant: Sorry, Jim. There's that old account of yours in my safe—and a couple hundred more like it. Honest, Jim, I hate to refuse, but it's take the cash and let the credit go with me.

#### Back in 1920

In that historic Fall of 1920 the price of wheat at the primary markets in the Northwest dropped from approximately \$2.45 to \$1.25 a bushel in the course of 60 days. The yield that year was better than usual. With his good crop in shock the farmer felt himself safe and he bought everything he needed—and a lot that he didn't need—with the customary promise to pay "when he got threshed."

Then—the price of wheat went tumbling, tumbling, while the price of the commodities the farmer must purchase remained



In the old days a traction engine hauled the grain to market, as shown on this and the opposite page

exactly where it had been during the war. Add to this joyful situation the fact that the farmer couldn't market his wheat fast enough to get ahead of the daily decline in price, because of a more or less general freight car shortage which kept the elevators "plugged," and you have what the Englishman calls a "jolly fine piece of business."

Precisely as fast as they could do so, the farmer's secured creditors stepped in and demanded his grain checks.

And Mr. Hardware Dealer, with his open account, sat blithely holding the bag.

#### 1921-a poor year

There was no sale for land and to fight the thing through was the farmer's only course. Accordingly, he put in a crop in 1921. And in the wheat-growing districts 1921 was a poor year, with the cost of production absolutely out of proportion to the price received for the product.

In 1922 Mr. Farmer made another attempt, to be rewarded with the best crop in years. He

had bushels and bushels of grain and he also had creditors and creditors who had waited two years for their money. He was compelled to sell as fast as the grain was threshed, but selling only proved to his creditors, among them Mr. Hardware Dealer, somewhat impatiently holding the still empty bag, that he was still broke. Because, after actual operating expenses were paid, there was little left to apply on old accounts.

Take, for instance, one Lars Hanson, who had an old account with his favorite hardware man. In 1922 Lars had an excellent crop of rye. Said he to the dealer: "You'll charge the twine, won't you, and a few other things if I sell as soon as I thresh, and pay you first?"

It cost Lars 20 cents a bushel to have his rye threshed and he sold it for 41 cents a bushel. After paying a few other expenses he discovered that he'd have to find some other way to pay the man who had backed him for the twine. Only there was no other way.

Mr. Hardware Man sat still dolefully holding that bag in



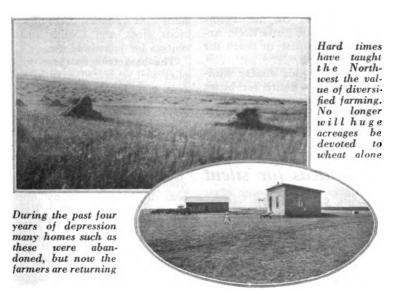
Today the hauls are shorter and most of the grain is transported by truck to the elevators

which only a few lonely dollars jingled.

Ole Olmquist's account likewise worried his erstwhile trusting hardware dealer. In order to show that his heart was in the right place, Ole told the merchant to send out a truck and haul some grain from the threshing machine. His wheat was Red Durum, which brought 51 cents that year. Ole lived some distance from town and after the sizable hauling bill was paid, and 20 cents for threshing, there was exactly 7 cents a bushel left for the hardware man. And the country was no nearer on its feet for all the big crop.

The year 1923 saw the farmer again making a heartbreaking attempt. The poor crop of that

(CONTINUED ON PAGE 53)





Spring building brings a demand for plumbing supplies. Here the housewife can pick her own bathroom fixtures

# An aisle - of - white display

This isn't the Isle of Wight, way over next to merry old England, but the aisle of white and cleanliness through which all the customers of the Pettit-Galloway store, Little Rock, Arkansas, must pass to reach the office.

Getting by this display without a healthy desire for better bathroom fixtures and plumbing couldn't be done by anyone except a member of the "great unwashed."

## Two ideas for silent salesmen

In the front part of an Ohio hardware store there is a long, three-tier display table. On each tier and on the floor beneath are common splint market baskets in natural color and of about half-bushel size. The handles have been removed and the baskets are packed side by side.

No two baskets hold the same contents. Some contain small electrical goods and parts, such as extension cords, switches, plugs and sockets; others are filled with ice-picks, corks of various sizes, and similar small objects for household use.

The baskets keep these supplies well separated, easy of access and act as reminders to every customer who enters the store. Each basket bears a price tag with large figures, thereby functioning as silent salesmen.

On the right side of the same store is a long counter, the whole top of which is one long box divided into many open bins, one foot in width. Each bin contains one kind of hardware such as mechanics would need—hammers, braces, bits, small saws, hatchets and so on. These goods are also tagged with prices in large figures.

# Strong and weak points of the hardware chain store

What independent merchants will have to contend with in meeting hardware chain store competition when it comes

Experts say a million dollar hardware chain is entirely within the realm of possibility. Almost every hardware dealer will be interested in preventing the coming of the million dollar hardware chain as long as possible.

GOOD HARDWARE believes the best way to prevent the coming of the hardware syndicate is for every dealer to know something about chain systems—their weaknesses

and strength.

This is the third of a series of articles dealing with the hardware chain. In this article you will find discussed the weakness and strength of chain systems—as well as the strong and weak points of the independent merchants in combatting chains.

G O anywhere you please—talk with any set of big merchandise men you meet—and sooner or later your conversation will drift to the subject of chain stores.

There is not a subject in the merchandising world of today that is engaging more thought on the part of really big men than the chain store.

In the two preceding ar-

ticles, Good Hardware discussed in detail the possibilities of a million dollar hardware chain, and the kind of a chain it will be when it does come. In this article some of the weaknesses as well as the strength of the chain system will be taken up.

The greatest single problem confronting the chain store is the problem of personnel. The million dollar hardware chain is going to have its troubles in that particular—in fact this problem will be more troublesome in hardware than in most other lines.

#### Wide knowledge essential

Hardware selling requires a high degree of mentality. There must be stability to the men and women engaged in it. They must have a wide store of knowledge and a mechanical sense as well.

A great many people who can sell other goods make poor hardware salesmen. It is a simple matter, in a chain grocery, to stand behind a counter and throw packages at a customer, but in a hardware store selling is an entirely different proposition. The salesman must have a wide knowledge of general conditions, hardware stock, and its uses.

It is hard to get help of this kind in a wholesale way. The

personnel problem is worrying all the chain store magnates and this is one of the first problems that the million dollar hardware chain will have to solve.

The hardware chain will probably have to develop its own managers just as Woolworth does. The Woolworth stores do not find the services of outside men satisfactory, so they train and develop their own managers -and that takes time. why the man who puts over the million dollar hardware chain store is going to be, first of all, a good organizer, and he doesn't need to know much about hardware. He can easily find men able to supply him with hardware technique.

#### Its weak points

Let's consider, in detail, some of the inherent weaknesses of the chain store system as applied to hardware.

The chain store system is coldblooded. It cannot get a personal relationship into its dealings with customers or induce its employes to take a personal interest in the store operation. That personal relationship is very necessary in hardware.

In any chain organization there are frequent changes in management and that is just what is not wanted in a hardware store. Customers like to deal with the same personalities from month to month.

There is no human sympathy in the dealings of the chain store—no personal touch. The chain lacks service—when the chain tries to give service, it soon runs up its overhead and loses its chief drawing card, namely, price. The chain system is too mechanical and cannot adapt itself quickly to local and neighborhood conditions, and the success of a hardware store depends in a large measure on minute catering to local needs.

So much for the weakness of the chain store. Here are some of its strong points.

The men behind chain stores are better merchandisers than independent merchants. Chains very often have the best merchandising brains in the land in their organization. One chain pays its president \$50,000 a year. It has a man at \$25,000 a year to take charge of advertising and window trims and another at \$10,000 a year to plan the architectural details of its stores.

The chain conducts its retail business as an exact science, with mathematical precision, thereby eliminating many wastes.

#### Emphasizes display

It generally displays its goods better than the average independent merchant, has better window trims, better advertising, better interior displays. Understand, I am talking averages; what I say here may not be true in each individual store. If you want an example, look at any Woolworth window or inside display and note how it sells goods.

The chain's buying is done by experts on a scientific basis at a tremendous saving. It buys on a large scale from direct sources and pays cash. You'll find few shelf warmers in stock.

(CONTINUED ON PAGE 56)



Paint selling on the instalment plan is emphasized in these advertisements by the Save the Surface Campaign

# Applying the part payment plan to paints and varnishes

What the instalment idea offers merchants in the way of increased sales

#### By Rufus Gow

AN amusing joke appeared the other day in one of the magazines.

A young husband had just arrived home from work and was greeting his wife, who held a four-month's old infant in her arms.

"I sent Dr. Jones another \$5 on account, today," said the father proudly.

"Hurrah!" exclaimed his wife.
"Ten more payments and the baby will be ours!"

Beneath the humor in this joke there is more truth than poetry. Today, in the United States, millions of dollars worth of goods are sold on the instalment plan.

This all means that there is a tremendous competition for the

wage-earner's dollar. A large portion of the salaried man's stipend is literally mortgaged before he receives it. A goodly portion must be set aside to meet the payments of goods that he is buying on the instalment plan. Only out of what is left is he able to make cash purchases.

If washing machines, vacuum cleaners, diamonds, watches, automobiles and a thousand and one other items can be merchandised in this way—why can't paint?

#### Ready for the test

The answer is—paint can and will be. The stage has been set by the Save the Surface Campaign Committee and the leading manufacturers. Hundreds of dealers are going to hang up new paint selling records this Spring. They are going to sell more paint than they ever sold before-and do it more easily. Paint is going to be sold on the part payment plan, exactly as books, furniture, jewelry, household appliances and other merchandise is sold.

A great deal has been said and is being said in trade circles on this idea of selling paint on While instalment instalments. selling of paint may not fit the needs of every dealer or every community, yet, on the other hand, for thousands of dealers it is going to increase sales. The part payment idea is so old-it has been tried out in so many forms and ways, when applied to other merchandise-that there is no reason why such a plan will not prove successful in most cases in merchandising paint.

For one thing, everybody is familiar with time payments. In every village and town there are scores of people who have purchased their homes by paying a little down and the balance in the form of rent. Buying a home in this way is only a modified form of the instalment system.

How many men would own automobiles if it were necessary for them to plank down close to a thousand dollars or several thousand dollars to obtain possession of a car? Cash payments are all right for the big fellow, for the millionaire, but Henry Ford doesn't roll up his big volume of sales by dealing with millionaires. In his business, he gets volume by selling the little fellows—and a very large percentage of them—on the instalment plan.

#### What investigations show

Investigations made in a great many parts of the country by the Save the Surface Committee disclosed the fact that, on an average, in any community, only 10% of the people pay cash for the merchandise they buy; 30% have charge accounts; and 60% are forced by necessity to make purchases of any considerable amount on the instalment plan.

Now, since 60% of the people in any community buy largely on time payments, it follows that, in the past, paint and varnishes not sold in this way, have gone only to 40% of the possible prospects. Extending instalment selling into the paint and varnish field immediately more than doubles the possible number

(CONTINUED ON PAGE 60)



These girls beat the band. The instruments in their orchestra are kitchen utensils with sound-producing devices

### Hail, the kitchen orchestra!

There is harmony in kitchen utensils, judging by the performance of the kitchen orchestra, composed of several women employees of a Boston music publishing house.

For instruments, the players in this unique orchestra use ordinary kitchen utensils equipped with sound-producing devices.

Here is an idea that can be adopted by hardware dealers. By lending his patronage to the formation of an orchestra of this kind, he can keep his name before the public. The idea also adapts itself well to window displays.

At very little expense a trim, featuring household articles made up as musical instruments, could be used. The utensils could be placed on chairs grouped in a circle. In the center of the trim a sign announcing "INTERMISSION" could be placed.

#### Sharpens knives free; draws trade

Although persons who carry a pocket knife like to keep the knife sharp, a good many find it too much bother. Taking advantage of this fact, an Indiana hardware store has a permanent sign in the window:

#### Stop In and Let Us Sharpen Your Knife Without Charge.

It is necessary to go to the rear of the store in order to obtain this free service, and in traversing the store, the visitor quite frequently is reminded of something in the hardware line that he should purchase, and a sale results.



#### VICES OF 1925 - - - CONTINUED



### This window stopped 11,000 people

The cross-word puzzle rebus at the bottom of this page appeared in the Collins & Company store window, 716 Market Street, Philadelphia, Pennsylvania. This is a woman's clothing store, but note that the rebus is made up almost entirely of hardware merchandise and the idea is one that would work out equally well for hardware dealers.

The articles pictured were actually fastened to the sign which was about 5' long and 4' high, with an easel back. You will find the solution to this rebus on page 74.

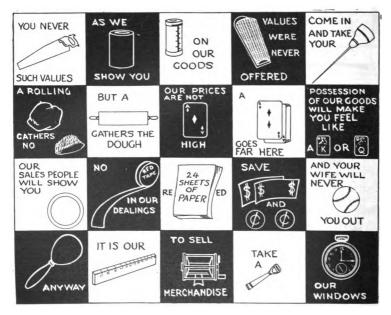
This store offered a prize of a \$30 dress to the woman who sent in the correct solution, accompanied by the best 50-word letter on the subject of "Why I like to trade at Collins' store."

This is an easy stunt for any hardware merchant to pull by offering merchandise from his store as a prize. The experience of Collins & Company is that it pays.

## Care of linoleum on floors

Linoleum on the floor makes for quietness and comfort. But if you have linoleum floors don't wash them too often. Wax them—it keeps the design bright and clear. Wood floors should be waxed every three months or so, too.

The floors should be dry, the paste form of wax used and half an hour allowed for application before drying with an old piece of carpet.





Photos © Keystone

It's early for water sports, but not too early for the hardware merchant to think about getting ready to supply

the needs of bathers

# What are you going to do with sporting goods this Summer?

Check over your stock to see if there are any good bets you are missing

#### By N. Mitchell

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NE good thing about sporting goods—they do not decay or go bad on your hands, and they do not go out of style to any great extent. Losses are reduced to a minimum.

Many hardware stores have carried lines of sporting goods for years and have worked up the business to such an extent that they would as soon think of throwing out their saws, hammers and nails as to do away with their sporting goods department.

The biggest successes, of course, have been in stores where the proprietor himself was a "bug" on outdoor sports, but if you, as proprietor, are



National Baseball Week is from April 4th to the 14th. This should mean big sales to amateur and semi-professional teams

not interested, your next best bet is to employ some athletically inclined young man, preferably a popular college student. Put him in charge of the department and advertise the fact as much as possible.

Do everything you can to make him realize that the success of the department is up to Exert every effort to make your store the sporting goods headquarters for the community in which you are located. During the Summer months have a score-board for baseball returns and do the same in the Fall for football. Inside your store set up several large frames on easels for displaying weekly illustrations of sporting events from all parts of the world. These can be obtained from magazines and Sunday paper rotogravure sections.

On this page you will find a list of popular sporting goods. You should, of course, select only such items for your store

#### Sporting goods suggestions

How many of these lines are you carrying?

Baseball bats Baseballs Catchers' masks Catchers' gloves Catchers' bream breast protectors Baseball rulebooks Baseball scorebooks Golf sticks Golf balls Golf stick bags Golf rule books Fishing rods Fish hooks Fish lines Fish reels Flies Leaders Sinkers **Floats** Fish baskets Spring scales

Landing nets Tennis racquets Tennis balls Tennis nets Tennis shoes Tennis rule books Croquet sets Footballs Head, nose and shin protectors Football rule books Bicycles Tricycles Velocipedes Kiddie Kars Scooters Toy automobiles Pushmobiles Hammocks Hammock couches Radio outfits

Men's walking sticks

Canoes

Paddles

Vacuum bottles Vacuum lunch kits Pogo sticks Athletic supporters Bathing shoes Bathing caps Surf balls Water wings
Men's bathing suits
Ball-bearing roller skates Camp chairs Sterno cooking outfits Portable phonographs Phonograph records Drinking cups Fish food Flash lamps Cameras Tripods Developing and printing outfits Films Camera attachments Boxing gloves

as you think the people of your community would be interested in. For example, you should not stock golf supplies unless some of the folks in your city are golf enthusiasts and there are several good golf courses in operation.

I am not advocating that any one store carry all of the items mentioned in this list, but from it you can get some mighty good ideas as to what might be salable in your particular locality.

If you are located in a small town or a city of medium size, you will do well to look around town a bit to see what lines are not being carried by other stores, and when I say "other stores" I mean hardware, drug and department stores. You may be surprised to learn that many of the hardware stores and department stores are neglecting certain lines and that these lines could be carried by you to good advantage.

For instance, practically every sport devotee is a picture fan who likes to photograph the golf-course or the club-house. This suggests cameras and films as a worth-while line.

In some vicinities the big mail-order houses do an enormous business on many items because of the fact that the items cannot be purchased locally in many cities.

In many cases a demand can be created instantly for certain items for which there has been no demand before- by merely displaying the goods with pricetickets in your windows and inside your store.



Tennis fans spend real money for sporting goods. Are you getting their trade?

Take roller skates, for example. If you have smooth streets and cement sidewaks in the city in which your store is located, put in a small line of ball-bearing roller skates to retail for \$1.25 or \$2.50 a pair. Call attention to them with a sign:

HEALTHY OUT-DOOR FUN FOR BOYS AND GIRLS! BALL-BEARING ROLLER SKATES \$1.25 A PAIR

Then listen to the merry jingle of the cash register at \$1.25 per jingle.

Anything with wheels always interests a child. Fond parents knowing this are always ready to invest in kiddie kars, "scooters," wagons, tricycles, velocipedes and other toys on wheels



If there is a golf course in your city, you can make money catering to golf enthusiasts

that the children can ride on and get enjoyment from using.

They are good investments for the parents because they are safe, easy to operate with no additional expense, and they bring health to the users by giving them the proper amount of good exercise in the open air.

No special display space is needed for this class of merchandise; all that is necessary is to put them somewhere in the store on the floor where customers will notice them. Also stand them out on the sidewalk, or in your window, where the kids can see them.

Inside of 24 hours the boys and girls that have passed your store and looked longingly at the goods displayed will have notified almost the entire city that you have these goods for sale at the prices named; not only that, but they will start a Parents' Teasing and Coaxing Contest that, you men with children know, can end in but

one way—the purchase of the particular vehicle that the child wants.

National Baseball Week is from April 4th to the 14th.

You will probably need at least four or five different kinds and sizes of catchers' mitts, but six or eight different kinds would be better. Put in about five or six different kinds of baseballs, including the regulation league ball; at least five or six different kinds and sizes of bats; about three or four different kinds and sizes of catchers' masks; and two sizes of catchers' or umpires' breast protectors.

Start out with small quantities of each item and then order what the demand calls for in your locality. In other words—play safe.

If you buy in reasonable quantities you should sell out completely every season. In fact, that is just what you should do—make a cleamup.

# Twelve more prizes in this new cross-word puzzle contest

—And speaking of prizes, on the following page are the winners in the February contest

# To help you work the puzzle

The numbers in front of the definition show where the first letter of the word defined starts on the diagram. Where no letter is to appear, the square on the diagram is filled in black. Some words run horizontally across the diagram and some run vertically down the diagram from the number in front of the definition.

An easy way to solve the puzzle is to fill in the words you recognize readily then look at the definitions and letters in words running in the opposite direction, which will give you a better key to the other words which you have missed.

Here's a little example—look at definition number 35, then find number 35 on the diagram. There are just spaces enough for a three-letter word and the Major's name required to fill in this space is "Rau."

REACH for your dictionary with one hand, rub the lucky piece you carry in your pocket with the other and look over

your right shoulder at the new moon.

Here's still another chance for you to bring home the bacon as a Good Hardware cross-word puzzle winner.

To the readers who send in correct solutions to the crossword puzzle on the following page and who accompany their solutions by the best hundred word letter telling us why they save their copies of the magazine, we are offering:

A first prize of \$10. A second prize of \$5. Ten prizes of \$1 each.

The contest closes April 30, 1925.

You will find this cross-word puzzle is a cinch compared to others you have worked on. Simply fill in the correct words on the puzzle diagram, tear out the page and mail it to us with your letter.

If you don't wish to cut your copy of Good Hardware just make a rough copy of the diagram of the cross-word puzzle on another piece of paper and fill in the words on that. Do not copy the definitions.

This contest is open to all hardware merchants, clerks, jobbers' salesmen or members of their families. Send in only one

letter telling us why you keep your copy of Good Hardware with each puzzle answer-and remember, your letter should not exceed 100 words.

#### Definitions (Vertical)

1. To pile up (pl.)

L-shaped pipe connections found in the plumbing department.
 Initials of the publisher of Good

Hardware.

Hardware.

4. Name of a man famous in the Bible, whose wife was turned to salt.

6. The first number.

7. To look over.

8. A flower, also a type of reamer.

9. Made by the bookkeeper.

11. Name of a manufacturer of trowels.

15. What we entered in 1917.

16. Point of the compass between North and Northaged.

and Northeast.

#### Winners of the February contest

The \$10 winner

"GOOD HARDWARE makes a good hardware dealer better."-Chas. J. Bauerle, c/o Gus. Meschke Hdw. Store, Hosington, Kans.

The \$5 winner

"A priceless necessity."—Glen Oleson, c/o O. P. Oleson, Bremen, N. Dak.

The \$1 winners

"Five ounces of inspiration."—Willard W. Fuller, c/o Jenson-King, 320 River Ave., Spokane, Wash.

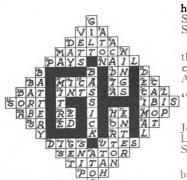
"The hardware merchants trouble-shooter."-F. L. Bradford, c/o Bradford Hardware and Impl't. Co., 521 No. Washington St., Marion, Ind.

"Helpful aid to get the trade."—L. F. Bossert, c/o Woodland Hdw. Co., 4145 Woodland Ave., Kansas City, Mo.

"Hardware-wise, pocket-size."—Morris Little, Division Hdw. Co., Portland, Ore.

"Gilt-edge facts in plain English."-Arthur Roeber, c/o Aug. Roeber, Jump River, Wis.

"It has a 'rep' of furnishing 'Pep.'"-R. M. Gordon, Sterling, Mich.

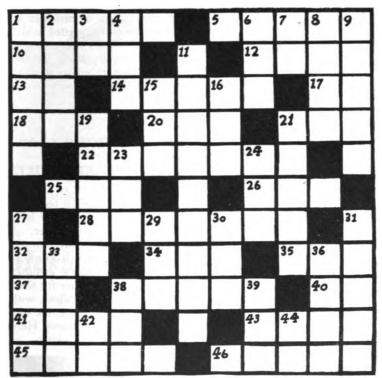


"Solves the puzzles of the hardware dealer."-Adolph M. Sparber, c/o Joseph Sparber & Son, Mayfield, Pa.

"A priceless packet that fits the pocket."—Hulings Wallace, c/o Wallace & Son, Inc., 858 Asbury Ave., Ocean City, N. J.

MALL NAPPY ENSIBLE."-John McGowan, c/o J. A. Lowe's Sons, 2028 Noble St., Swissvale, Pa.

"GOOD HARDWAREbuyers' and sellers' first aid."-Miss Alcenith Veith, 2222 General Pershing St., New Orleans, La.



- 19. First name of the Wandering Jew.
- 21. Oil extracted from roses. (Second form of spelling given in dictionary.)
- 23. Everything.
- 24. Short for number.
- 27. Part of a stove in which the baking is done (pl.)
- 29. Part of a circle.
- 30. Consumed.
- 31. Name of an incubator.\*
- 33. Name of the first man.
- 36. Ship of the Argonauts.
- 38. The same as 23.
- 39. Famous watering place.
- 42. Letters standing for "that is."
- 44, There.

#### (Horizontal)

- The first word you say when called to the telephone.
- 5. Name of a manufacturer of push pins.\*
- Name of a manufacturer of an outboard motor.\*
- 12. Middle of the day.
- 13. Short for Alfred.
- 14. A product of the Samson Cordage

Company used to wrap bundles.\*

- 17. Short for street.
- 18. Greek letter "P."
- 20. A girl's name.
- 21. Poetic form of over.
- 22. Name of a manufacturer of builders' hardware.\*
- 25. Short for Sally.
- 26. Name for a tribe of Indians.
- 28. Name of a State that borders on the Gulf of Mexico.
- \* 32. Short name for a vacuum sweeper.
  - 34. What we say people are in who make no progress.
  - 35. Name of a major who won fame in the world war.
  - 37. Short for Edward.
  - 38. Measure, applied to land.
  - 40. In regard to.
  - 41. Object driven with a hammer.
  - 43. What the cross-word puzzle is printed on.
  - 45. A small fish.
  - 46. Used by the leader of the band.
    \*Advertiser's name, or article advertised in this issue of Good Hardware.



### Hardware ship in the window

A battleship made of hardware was used in the Charles Brown & Son's store in San Diego, California, to make the sailors feel at home when they came ashore. It not only interested the sailors, but brought in natives of the town to ask questions about how it was made.

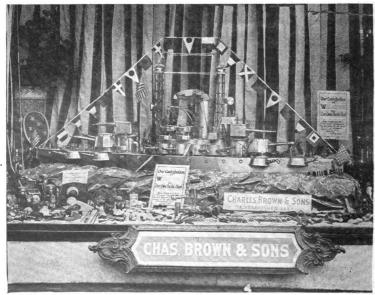
The hull is a two-man crosscut saw and the turrets are jelly moulds and small aluminum pans. Brass hose nozzles make the guns of this battleship, iron pipe fittings form the ventilators and, as a real American "gob" would put it, there are several other hardware "gadgets" to supply the details.

The idea not only brought the curious in to ask questions, but

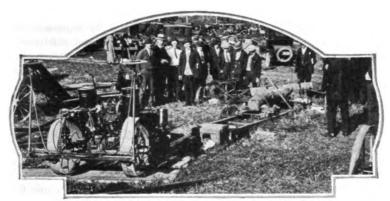
reminded many a customer of certain items he needed which were used in the construction of this ship. Seeing these familiar items in such an unfamiliar setting recalled customer's wants to his mind.

#### Makes Spring showers bring customers

"Lower the awnings of your store promptly when it begins to rain," is the tip passed on by a Springfield hardware dealer. A good many persons have trouble finding shelter when it rains. If the hardware dealer's awnings are down, people gather for shelter in front of his windows, with nothing to do but inspect the displays until the rain ceases. Here is a hint well worth taking.



"Ship ahoy!" said passersby—and came in to b-u-y



Machinery bought at fairs is perfect when delivered, but must have constant repairing to keep it in condition

# Making the most of your farm implement repair trade

A Spring opportunity for hardware merchants willing to co-operate with their farmer customers

#### By Arthur H. Van Voris

AMONG the most pleasant features in connection with any retail business are the repeat sales which come to merchants.

The automobile dealer sells a car, gives a reasonable amount of service, and later sells a lot of extras and takes care of subsequent repairs, all at a profit to his establishment.

The jeweler sells a watch of the better class and then receives further profits in taking care of it, on occasion, throughout its lifetime. So it goes. This delightful circle of trade very obligingly takes in the hardware store, for many an initial sale of farm equipment brings the customer back to the dealer for a deposit in the cash drawer.

In Spring, particularly, the matter of repairs on farm implements and machinery is one of paramount importance. Such progressive agencies as the Farm Bureaus are everywhere urging their members to get properly outfitted for the full swing of

farm work which will soon be upon them. The Commissioner of Farms and Markets in New York State recently designated a certain week in Spring as Farm Machinery Repair Week, thereby seeking to impel farmers to make an inventory and thorough inspection of their agricultural implement equipment at this time.

#### Repairs put off

Placing yourself, for the moment, in the position of one of these farmer customers of yours, you may realize that it is the easiest thing in the world to neglect repairs at the time when they should logically be made.

For example, perhaps at the tail end of the Fall plowing, a landside was broken. Although realizing that this should be attended to at once, the repair part secured, replaced and the plow put away for the Winter in first-class condition for Spring work, how easy it is to let it slide for a day or two and then promptly forget it until Spring rolls around again.

The ideal thing, doubtless, would be an immediate repair; but human nature often works

otherwise and this human frailty is the basis of Spring repair sales for the hardware dealer.

Implement castings and forgings are not objects of beauty.

They do not delight the eye and accordingly are not given front display places in cases or wall panels. They are generally relegated to bins and boxes and drawers, where they get no publicity.

Now then, we will admit this to be a perfectly natural procedure in favor of much more attractive merchandise such as cutlery, tools, sporting goods, household furnishings, electrical supplies and the like, but it really isn't the best way of expressing cooperation, or of stimulating profits from the sale of repairs to farmers.

The time is now approaching rapidly when hundreds of dollars worth of these repair parts will be required by farmers in every community of rural trend and no time is better then the present for identifying your store as a local headquarters for this line.

Be they ever so lowly, implement repairs carry a profit in



Even simple farm implements need repairs. This plow may call for a dozen different items in a season

their train. Cash in on them!

Your local newspapers have a good circulation throughout your countryside. Why not preach this gospel of repairs in your store advertisements? Why not have a Spring Implement Repair Week of your own?

Under some such heading as this you can readily list the names of the implements for which you carry repair parts, or for which you act as local factory distributor.

Your copy can urge farmers to go over all the implements which they will be using in Spring work on the land, to check up all necessary replacement parts and get in touch with you at once, inasmuch as you, in turn, assure them of accurate and efficient service in securing just what they need if not from stock, then by immediate special order.

I find that hardware stores in rural communities, which are making a good thing of implement repairs each year, maintain a filing cabinet of catalogs and repair part bulletins of the various manufacturers whose implements are used extensively in their locality.

#### Large stock not necessary

It has also come to my knowledge that it is not an essential for these hardware dealers to be in the implement business on any large scale. Space does not always permit this and local conditions do not always warrant a hardware dealer carrying a large stock of complete farm implements.

This filing cabinet system fur-



Why not have a Farm Machinery Repair Week and get the Farm Bureau to back it?

nishes vital information. Often a farmer will enter the store with a casting so badly worn that name and number are entirely obliterated and if there is nothing at hand for reference, by way of illustration and casting number, it is frequently impossible to secure a replacement otherwise than by guess-work and this haphazard method is hardly to be commended for accuracy.

The implement repair business is best conducted on a cash basis. One hardware merchant in a rural community who reports a successful implement repair busi-

(CONTINUED ON PAGE 66)



Paste these pages on your show windows

Broadcasting Stations

Right—at WLW, microphones in the solo and ensemble rooms have signs which flash "Prepare" and "Broadcast." While broadcasting is going on in the solo room, the performers in the ensemble room prepare



Left — From this room (WLW) telephone lines are operated which carry the voices from the studio to the transmitting station some miles away



Right—Control room, WJY, New York. Here the tones registered in the studio microphone are tested for quality before being put on the air. A loud speaker, ear phones and oscillograph give an oral and visual check-up on results



Radio fans will be interested in them

### Night ad flashed on sidewalk

A hardware firm in Iowa recently displayed a night ad that was particularly arresting.

A small stereopticon machine was suspended from the ceiling of the north show window and connected with the middle electric bulb of the store's window lighting system.

The stereopticon threw on the cement walk, outside this window, a sign measuring about three feet in length and a foot and a half in width. In red lettering on the shadow poster appeared the following:

SEE THE BARGAINS IN OUR SOUTH WINDOW

And they were seen, for it was noticed that many in passing stopped and read the ad, then went to the window mentioned, and took a look at the bargains displayed.

The outstanding feature of this ad was the fact that it was so thrown on the walk that the approaching pedestrian thought at first glance that it was canvas stretched on the cement, and that he would have to walk over it or go around it. The flashing off just as he was about to step on it, and the reappearance almost instantly, secured his attention.

## The fishing school blackboard

I. W. Secord of the Reynolds & Stebbens hardware store, Walton, New York, last Spring introduced a novelty in a window, featuring fishing-tackle. On a blackboard placed in this window he chalked up the weekly catch of the fishermen. Here's the way the bulletin read:

H. M. Robinson—4. G. Brink—1 nice one. A. E. Woolett—14 trout, no suckers. R. W. Secord—None. Could not find the hole through the ice. F. Medrick—2. Ward Chase—7. Do not know how much he paid for them. W. Breckenridge, R. Berry—17. Each one caught 8½.

#### A thing or two to think about!





With this display Barrett Hardware Company, of Indianapolis, Indiana, started a Spring fever among gardeners

# Four Spring ideas that sold garden tools and seeds

How one firm cashed in on the lawn mower repair business—Suggestions for trims and displays

HE days are getting longer. Old Man Winter is backing up into the Northland. Every customer of yours who owns either 10 square feet of lawn or acres of farm land, is now beginning to visualize growing grass, flowers and vegetables.

Here you will find the ideas of four good hardware dealers ideas that have sold garden tools and seeds.

The Fowler & Sellars' store, at White Plains, New York, sends out advance notices of Spring to its customers. These notices are in the form of post-cards, with return post-cards

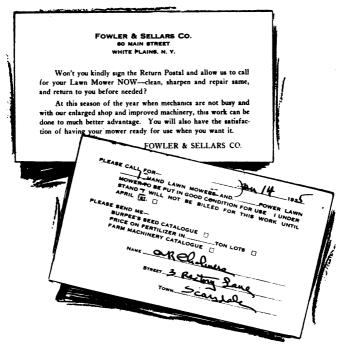
attached, inviting the customer to have his lawn mower put in shape and to get his seed catalog. A cut of these cards is shown with this article.

About 300 lawn mowers, ready to go back on the job and cut grass right, were recently loaded up for delivery to the homes of customers. These were only a few of the lawn mowers which had been put in shape.

Notice also that this store offers to send a seed catalog to the homes of its customers. Isn't it a good bet that seeds were selected from this catalog and bought at the Fowler & Sellars' store in person and by mail. Mr. Sellars believes in the old

adage that anticipation is better than realization. He knows the fun his customers get in planning their gardens and studying seed catalogs. His catalog makes attack of Spring fever could get past that window? The merry tune played on the cash register of the Barrett store proves that none of them did.

Another excellent window trim shown with this article was put

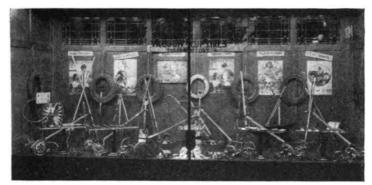


This post-card, with a return card attached, brought The Fowler & Sellars Company lawn mower repairing

it easy for them to buy at home, much easier than it is for them to send out of town for a catalog and then wait for Uncle Sam to bring them the seeds.

The picture of the window which was used by the Barrett Hardware Company, of Indianapolis, Indiana, may help you plan a window display. How in the world do you suppose any man who has had a violent in by the Burhans & Black store at Syracuse, New York. This is strictly a gardener's window.

These windows do not use fancy backgrounds or beds of artificial flowers to create atmosphere around their displays of Spring tools. The merchandise's the thing! When the sun has made the gardener discard his Winter woolens, he is usually right ready to buy new garden



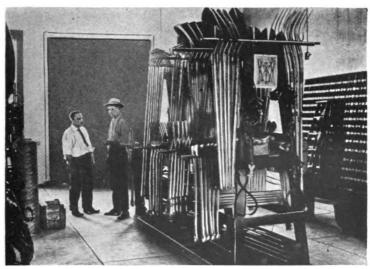
Here, in Burhans & Black's window, are tools a gardener likes to balance in his hand and get the "feel" of

tools and seeds. He wants to get in a store where there are lots of goods so he can balance a tool in each hand and make his selection, meanwhile dreaming about the garden he is going to have this year that will be better than his next door neighbor's.

From Texas, Good HARDWARE received a picture of the cork-

ing good display rack which is shown with this article. The rack is built of 2" x 4". The end frames are 6' 6" high, 3' 6" wide at the bottom and about 1' 1" wide at the top. These two end frames are set upright and fastened together with lengthwise pieces, the length depending upon

(CONTINUED ON PAGE 70)



A Texas dealer gave Good Hardware this idea for a rack to hold long-handled implements

# Toys that sell in the Springtime

In the Spring the youngster's fancy—turns to toys.

The toy display window shown on this page certainly stopped the kiddies—and not only them but mother and daddy, uncle and aunt, and all the rest of the family.

Better than that, it brought them in to buy, for when Winter's heavy cloak is doffed, and Spring is in the air, everybody can appreciate the feelings of the boy who wants an auto or a hook-and-ladder wagon, or the girl who wants a new dolly or doll carriage to push around in the warm sun.

#### Let 'em try pumps; they'll buy

Every automobile owner is interested in efficient equipment.

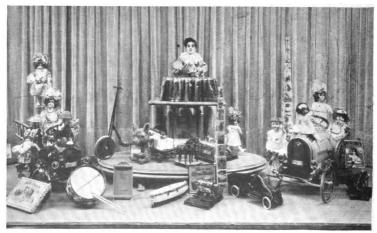
Many smaller cars, for instance, furnish tire pumps which are unsatisfactory even to a point of being practically useless.

Owners of these cars are interested in pumps that do the work easily. But until they have a chance to try a better pump they probably will not think of buying.

One hardware man has a couple of the better styles of pumps hanging on a display rack. Laid out flat on the floor beneath the display is a deflated tube. This card is tacked on the rack:

TRY THIS PUMP and see for yourself how EASY IT IS TO OPERATE

The average man is tempted to try it, and in trying it he is spotted by a salesman for a sales talk. A good automobile jack is placed nearby for a "companion" sale.



Warm weather makes the kiddies yearn for toys—especially wheel toys of the types displayed in this window

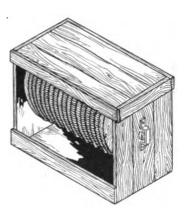
# Monthly cash prizes for the best ideas from hardware men

GOOD HARDWARE pays \$2.00 in cash for each good idea about the hardware business which it publishes. Address THE IDEA EDITOR, GOOD HARDWARE.

# A hose rack for window or floor display

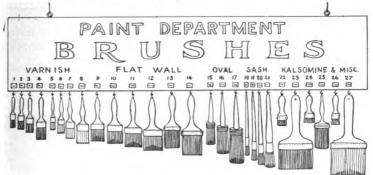
Our garden hose is kept on reels, boxed in, as shown in the accompanying drawing. This method is very convenient as we can handle hose quickly, either when getting in new stock or when selling it.

In the Spring a couple of reels are placed in the window for display. The top of the reel boxes have been used to display various heavy items, such as paint.—L. J. Smith.



# Entire line of brushes seen at a glance

We have a brush display with on hooks, from a board susbrushes hanging by screw-eyes, pended from the ceiling. Each



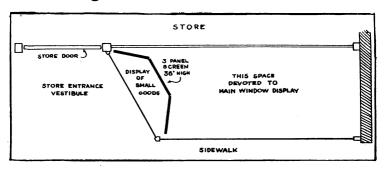
Each style of brush is neatly numbered and priced

brush is numbered and priced, and corresponds to a full box in the cabinet which is also numbered and priced.

This gives facility in handling, and quick service. The customer has a chance to look over our complete line to choose the right brushes he wants for the job he is going to do.

Directly behind the display are our paint shelves, which effect the appropriate atmosphere for the sale of both brushes and paint. The brush display has boosted our sales.—L. B. Jordan.

# An arrangement to increase window value



We have two large display windows flanking a wide door, so we arranged our window displays according to the accompanying sketch, which is shown above.

We found that the main display in the window was effective only when the window shopper was passing directly in front of the window.

By fencing off the small flanking windows on each side of the doorway with a three-panel screen, about three feet high, this space becomes effective for displaying small items which would be lost in the large window.

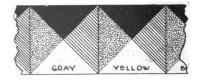
Inasmuch as the main window display could not be seen at a good advantage from the doorway, the little fenced off space does not detract from it.

This space is used principally for household paints, varnishes, kitchen utensils and other devices used in the home.—L. Sangeles.

# Sample board shows 3 stages of paint

Over our paint shelves we have a white pine board on which paint from our regular stock is applied for samples.

The board was marked off in squares and a line drawn across





each square between opposite corners. This divided each square into four triangular sections or plots.

We applied wood filler over half of each square, covering the upper and right hand plots. Then we applied a different color of our paint over half of each square, covering the upper and left hand plots.

In this way each square presented four conditions of surface: the lower plots showed the plain wood; the right-hand plots showed the effect of a coat of wood filler; the left-hand plots showed the effect and color of one coat of paint over the plain board; the upper plot showed the effect and color of one coat of paint applied over the wood filler.

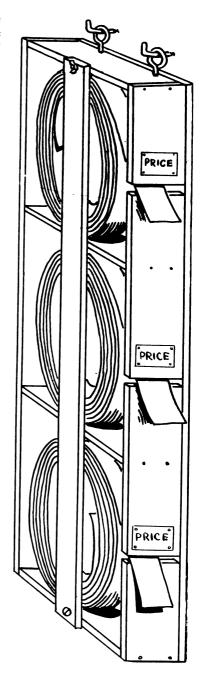
This was helpful to customers in deciding on a paint color; it removed a big percentage of the chances of a customer being dissatisfied with the paint, and it added volume to our sales of wood filler.—Wm, E. Nelson.

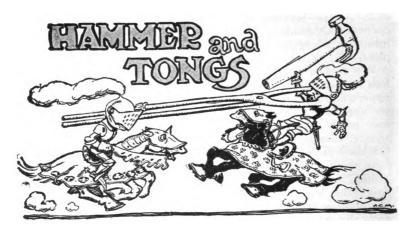
# Handling of linoleum binding made easy

This drawing illustrates an interesting way of displaying and selling linoleum binding. The side strip of wood is held at each end with a bolt. One end can be loosened and swung around when placing a new coil in the box.

This display makes it easy to sell linoleum binding and keeps the stock in good condition and in a way that people can see it.

Walz Hdwe. Co.





#### TAKING NO CHANCES

Bride (to hardware salesman): Please, sir, I'd like a little oven.

Hardware Salesman: A little lovin'? Er— pardon me. Not while your husband's along.

#### AN AXE-IDENT

There was a young salesman, named Phipps,
Who married on one of his trips,
A widow named Block,
But he got quite a shock
When he found there were six
little chips!

He who will not when he can, cannot when he will.

#### HOSPITALITY

Tony: What sort of time is Frank having on his motor tour? Jim: Great! I've had two letters from him—one from a police-station and the other from a hospital;

#### SIGNING OFF

When little Bennie, who is fond of listening to the children's hour on the wireless, knelt down to say his prayers the other night, he finished in an unusual way.

At the close of the customary

string of petitions, he said: "This concludes our program for tonight. Good night and Amen."

#### THEY'RE HIGHER NOW

George: Is she old-fashioned? Gladys: Is she? She still wears skirts that she has to lift when she crosses the road.

#### A STUMPER

Freddie: Grandfather was a big timber man, wasn't he? His Uncle: Well, he had a wooden leg!

#### CAME HOME HAPPY

"Maggie," said a father to his little daughter, who had just returned from a children's party, "did you have any attention paid you?"

"Oh, yes, dad," answered Maggie. "One little boy made faces at me."

#### AUNTY SEPTIC

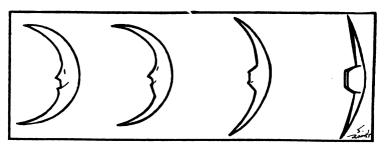
A woman went into a drug store and asked for one cent's worth of insect powder.

Druggist: Why, my good woman! that isn't enough to wrap

Lady: Who said wrap it up? Just blow it on my back.



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#### **EVOLUTION OF A PICK**

AND SOME SPOONING

Martin: What makes the plot thicken?

Marriot: A few stirring scenes.

## INCOGNITO

Store Boy: So you didn't recognize the bookkeeper at the Rotary Club ball-did she wear a mask?

Clerk: Better than that—she came without make-up.

#### NO APOLOGY NEEDED

Housewife: I should think you would be ashamed to beg in this neighborhood.

Tramp: Don't apologize for it, ma'am. It's a poor neighborhood, but I've seen worse.

#### DOUBLES

Twins, trousers, troubles, and suspenders never come singly.

#### ANTIQUE

Sprightly Spinster: This piece of lace on my dress is over 50 years old.

Bored Visitor: It's beautiful. Did you make it yourself?

#### NO DANGER

"My last maid," said Mrs. Rich to the new hired girl, "was far too friendly with the policemen about here. I hope I can trust you in this respect?"

"Indeed, ma'am, you can!" re-ied the girl. "I can't stand plied the girl. policemen. In fact, ma'am, I was brought up to hate the very sight of them. You see, my poor old father was a burglar.

#### HYMEN SCORES

"I contend that a married man is always better informed than a single man."

"Naturally. What he doesn't

know his wife tells him."

#### FOR SALE

A second-hand car with a piston ring,

Two rear wheels and one front

spring.

Has no fenders, seat or plank, Burns lots of gas and is hard to crank.

Carburetor busted half way through;

Engine missing, hits on two. Five years old, six in the Spring,

Has shock absorbers and everything. Radiator busted, sure does leak;

Differential dry, you can hear it squeak.

Got lots of speed, will run like the deuce:

Burns either gas or tobacco juice.

Tires all off, been run on the

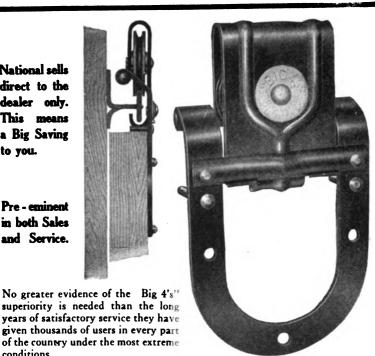
It's a darn good car for the shape it's in.

# BUILDERS' HARDWARE

National sells direct to the dealer only. This means a Big Saving to you.

Pre - eminent in both Sales and Service.

conditions.



Front view of "Big 4" Hanger

higher than any other flexible hanger.

# "Big 4" Flexible Door Hanger

(Patented April 24, 1906) Anti-Friction-Steel Roller Bearings

The Big 4 hanger is built "over size" throughout for extra long, heavy service. Construction is simple with no parts to get out of order. It is BOTH a flexible and rigid hanger.

When in its normal position there is no vibration, but in case of a bump it will rise

Axles and rivets are SHERARDIZED to prevent rust; wheel and frame japanned before assembling. Simple to attach. Stock the Big 4. It will be the biggest, most

satisfactory seller you have. Write for the National catalog No. 19.

NATIONAL

To answer an advertisement, tear out page and pin to letterhead



Hardware dealer: By the way, how's that alarm clock I sold you? Customer: It'll soon be better. Anyhow, it's gaining every day.

CAN YOU READ?—THIS?

O, MLE, what XTC
I always feel when UIC.
I used to rave of LN's eyes,
4 MR I gave countless sighs,
4 KT, 2, and LNR,
I was a keen competitor.
But each now's a non-NTT,
4 U XL them all UC.

Men like to be laughed at for their wit, but not for their folly.

#### SOLICITOUS

Mother: Yes, dear, your father and I first met at a dance.

Boy: Oh, that's why he's always telling me to keep away from dance halls.

#### THEY COME HIGH

"This stove would suit me perfectly," said the tiresome customer, "but it is too low; I would have to stoop every time I worked over it."

"Well, madam," said the weary clerk, "what you want is a mountain range."

# \$2 for jokes

Turn to the "Vices of 1925" on pages 21 and 22. If you can think of some clever situation, pun or smart saying relating to hardware stores, GOOD HARDWARE will pay you \$2 for each one accepted for "The Vices." We don't want jokes of the type used in "Hammer and Tongs"—study "The Vices" and you will see what we are after. Address The Vices Department, Good Hardware, 912 Broadway, New York, N. Y.

# Sunshine for the hardware dealers in the farm States

(CONTINUED FROM PAGE 13)

year brought the same low price, but the man who raised the grain was just as well off. There is some consolation in producing in small quantities when the production entails a loss!

The Spring of 1924 found the same hopeful men at what appeared to be the same hopeless job. But 1924 was a year that will not soon be forgotten by those who till the soil in the Northwest—nor by the men who, if they don't actually put their hands to the plow, at least furnish the accessories that keep the plow together. The year 1924 gave the Northwest a bountiful crop and then, just as the farmer was ready to market his grain, the price of that crop began slowly to mount.

You can talk of "price readjustment"! But unless you have stood behind a counter parcelling out bolts to anxiouslooking chaps who planned of necessity to use one bolt where three were used before—well, you don't know the half of it.

# Things begin to brighten

Although a majority of farmers in the wheat country found it necessary to sell their grain before the big rise last December, they still made money. That is those who had remained solvent at all made money and some even recovered their losses.

And right in the same boat and with his hand on the tiller was Mr. Hardware Merchant. Today there are few hardware stores in the Northwest that are not on a sound basis instead of being on the ragged edge, as they were a year ago. The average dealer has been able to reduce his outstanding accounts at least two-thirds. With another fair crop and price the Northwest will be on its feet again.

Comparatively new countries where things are done on a bigger scale are quicker to come back than are the older, more conservative communities. And, though there is always danger in a quick come-back, it seems that the uses of advertisity have proved to be fully as sweet as they were back in the days when Mr. Shakespeare pulled his wise crack on the subject.

# It keeps the wolf away

For example, four years of enforced economies have taught the farmer to spell it d-i-v-e-rs-i-f-y instead of a-d-v-e-r-si-t-y. Not more than 10 years ago in this district that farmer was an exception who kept more than a cow or two. Came the depression and the agricultural experts urged, "Dairy and poultry products are cash crops whose values fluctuate within narrow margins. Their returns may not be big enough to put you on your feet, but they will keep the wolf away until the price readjustment comes."

And so bossy found a home with the "wheat farmer." She proved to be a good partner, keeping him in the small necessities so that he had to ask for credit only in case he needed

larger items. And thus it is that, although some have fallen by the wayside, many a Northwestern farmer has kept possession of his homestead and the little shack thereon. And he has discovered that, although it sounds like Big Business to "stick in a section or so of wheat" and raise a crop that must be harvested wholesale; although you feel pretty fine when you haul grain to market in trains of four or five tanks behind a tractor, in that way may lie destruction unless you have eggs in another basket.

And he has learned that the free and easy credit system of a few years ago was a menace to every man, woman and child in the Northwest.

Hardware learned a lesson or two himself. Of course, running a hardware store in the Northwest from 1920 to 1924 was not what it might have been. For one thing, using the prescribed rules of salesmanship often served only to lead the salesman into deep water. The query, "Can't I show you something else today?" invariably opened the way for a plea for credit. And athough it isn't so easy to turn down an honest, industrious fellow who is hard up, partly because you extended credit too freely in times past, still Mr. Hardware Man learned to say, "No!"

And in grasping the pronunciation of that little word the hardware merchant learned to despise not the day of small things.

In fact, the farmer who

came in with the proceeds of few pounds of butter and bought therewith 15 cents worth of nails, 5 cents worth of putty. a hammer handle—that farmer rather made a hit, and Mr. Hardware Dealer conceived the idea of going in for certain wares that would help farmer friend acquire a few more pennies to parcel Dairy and poultry accessories, I mean. And it is needless to explain that that tendency of the merchant has done much to put the ex-wheat country on a more solid foundation.

For with the understanding on the part of its business men that sound merchandising does not mean enormous volume—especially if that volume involves big risks—with that understanding comes commercial health for any community.

# School buildings and hardware sales

Approximately 65% of the population of the United States, between the ages of 5 and 20 years, are enrolled in the schools. Only about 34 of those enrolled are in daily attendance, however. The enrolled approximates 22,000,000 pupils.

The expense of conducting these schools is somewhat over a billion dollars. About \$200,000,000 of this is expended for school supplies, building material, hardware, janitors' supplies, gymnasium equipment, et cetera. Each student is also a customer for certain special items sold through hardware stores.



# Both new and old dealers find **EAGLE** sales increasing

e will gladly tell bout the Eagle sler - Help Plan for developing your business. Ask us about it.



NOT only the old established Eagle dealers—who long ago knew the reasons for Eagle popularity—but also the newer dealers are finding Eagle sales increasing their volume of business.

Owners and painters know that Eagle White Lead means enduring beauty for the home and satisfaction for the customer. For its long continued whiteness, smooth and easy brushing, great covering power, Eagle has won popularity steadily since 1843.

The firm interlocking of the irregular pigment particles produced by the Old Dutch Process of slow sure corrosion, is the reason for the greater opacity of Eagle Pourch Process White Lead in Oil. for the greater opacity of Eagle Pure Old

The EAGLE-PICHER LEAD COMPANY 865-D · 208 South La Salle Street · CHICAGO

# EAGLE White Lead

PURE OLD DUTCH PROCESS

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# Strong and weak points of the hardware chain store

(CONTINUED FROM PAGE 16)

So much for the strength of the chain store. What about the independent retailer who competes with the chain? The independent retailer has his advantages over the chain, chief of which are the following:

# Service—the big item

He has a personal interest in his business and can give the kind of service that cannot possibly be duplicated by a chain Service is a hardware store. big item in hardware, and service is one of the big stumbling blocks in the way of any proposed chain in this field. independent merchant has his own capital invested in the business; therefore, he is willing to put in more time and greater effort than a mere hireling chain store manager. As said before, personnel is the big problem of the chains—and here the independent merchant has it all over the chain.

But the independent retail system also has its weaknesses. I am going to name some of them. The independent merchant is often a poor merchandiser, without a technical or fundamental knowledge of his business. He is often hindered in his buying from a lack of capital. Frequently he does not display his goods well, does not get the most out of his windows, interior displays or advertising.

His store is sometimes managed in a slip-shod manner that eats up profits. He very fre-

quently has unsatisfactory accounting methods, is a poor collector and loses much by this route.

Now, when we take all these factors into consideration, what is the future of the independent hardware dealer?

On the one hand, we have chain stores that are rapidly growing, highly organized, with the best merchandising and advertising brains that can be bought. A great many good merchandising practices are put in effect in these stores. Powerful financial interests are backing this system, for the prize is great.

The difficulties of the chain store, however, are many, and the greatest is the human or personnel problem.

Balanced against this rapidly growing chain system, is the old system in which we are interested. The independent merchant has in his favor personal ownership of his business, personal interest in it, human sympathy, and an opportunity to give personal service that a syndicate can never duplicate.

# Personnel vs. merchandising

The question then, is this: Is the chain store going to solve its personnel problem better than the independent merchant is going to solve his merchandising problem? If the independent hardware dealer is a good merchandiser and can approach the chain on the basis of merchandising the battle will be won in the independent's favor.

But if the million dollar hardware chain comes, are the inde-

# Simplified Simplified Accounting Plan Protects Your Profits

Five years ago we originated the Burroughs Simplified Accounting Plan. Today thousands of concerns in every line of business are saving money and increasing profits by using this simple plan. They made their decision. What will it cost to postpone yours?

> Let a Burroughs representative show you how other hardware men are using this plan. Call our local office, or write for booklet—"A Simplified Accounting Plan for Your Business."

# BURROUGHS ADDING MACHINE COMPANY

6603 Second Boulevard Detroit, Michigan

ADDING BOOKKEEPING CALCULATING AND BILLING MACHINES

The"Havea Drink on Me" Sales= man going stronger than ever

\$2600.00 from an investment less than \$20,00.

The merchant was not only enterpris-ing but shrewd. He ing but shrewd. He bought a water cooler and put it in action near his bargain counter with a sign on it, "Have a dfink on me." Because of customers to a drink for a drink fo



cause of customers stopping for a drink and consequently having the bargain counter merchandise "right under their noses," \$2600.00 worth of merchandise was sold. And hot weather, when most folks are feeling lazy, is just the time this "salesman" works the best.

#### It Sells Itself, Too!

The customer that stops for a drink at your water cooler will want one for himself also, either for his office, his store, or his factory. So you get an effective "ad" from the cooler on your floor.

And another advantage! You can sell XXth CENTURY coolers to other stores for THEIR bargain counters. An all around cracker-jack proposition—that's the XXth CENTURY cooler.

#### Let's Introduce Him

Let's introduce this "salesman" to you—who he is and how he works. The coupon below will bring prices and complete information. Send it along—today!

# "XXE CENTURY"

Cordley & Hayes 46 Leonard Street New York

Cordiey & Hayes, 46 Leonard Street, New York City.
Gentlemen: Please send me prices and complete information about XXth CENTURY coolers.
Name
Address
City State
Jobber's Name

pendent hardware dealers going to pass out of business?

When the chain store comes, some independent merchants will go out of business, but they are going to be the weak ones. You and I will never see the day when the chain will be a dominating factor in the hardware business. But it is going to make some of the merchants step lively. The independent merchant who quits. who gives up and slips into self pity, is licked. He had better get a job in the mill—if the chain doesn't get him, some bright competitor will.

# These need not fear

But independent merchants with vision; those who have the spirit of progress, who can recognize a new idea and adjust their business to changing conditions; the men with business judgment, with pep, with courwith determination: hardware dealers who know the value of civility, courtesy, display, cleanliness and orderliness; the ones who can put personality into their business-such merchants will always stay with us in every community.

Such merchants can never be driven out by a cold-blooded chain store system. No one knows this better than the chain store magnates themselves.

GOOD HARDWARE is a favorite with the "up-and-coming" hardware fraternity.

To answer an advertisement, tear out page and pin to letterhead

# Not MereTalking Points But Real Selling Features

Washing by Water action alone—no mechanical contrivances in the tub.

Sediment zone — segregates the dirt from the suds while washing.

Improved Wringer—Balloon rolls, Saves buttons hooks, clothing.

Quick Reversing Drain Board. Tub of solid seamless copper — cannot ever leak—will not rust, corrode, rot or deteriorate.

rode, rot or deteriorate.

Timken Roller Bearings and Oilless Bronze Bearings. Something new in washer construction.

Thermo Principle, Heat Retaining Construction (hot inside, cool outside).

Center Drain — Water quickly drained — No stopping — No tipping of the tub.

Unusually compact. Occupies a space of about 2 feet square.

Flat Top—when not in use makes a convenient table or stand.

Over a million "One Minute" users.

#### Turns Prospects Into Buyers

For digging up new prospects and turning them into sales, the One Minute Model 52 has proven a sure profit maker for One Minute Dealers.



# Today's Most Popular Washer

From the very minute you start to demonstrate the unusual features of this "One Minute," your prospect's attention is riveted. Housewives are truly amazed at the many advantages of this washer over all others. And this is the real reason for the immense popularity of the One Minute Model 52.

The profitable One Minute Franchise may now be available in your locality—Write or wire us for details.

# One Minute Manufacturing Co.

Dept. F-4 NEWTON, IOWA

To answer an advertisement, tear out page and pin to letterhead

# Applying the part payment plan to paint and varnish

(CONTINUED FROM PAGE 18)

of buyers and offers some merchants handling these lines an opportunity to increase their sales 150%.

If you are selling paint and varnish and depend on cash sales exclusively, your volume is bound to be limited. On the other hand, if you are selling this class of merchandise on time payments, your field of prospective customers immediately broadens out.

No one is prevented from buying because of lack of funds. If a reliable customer cannot pay you in cash, he can pay on instalments.

# A simple plan

The best minds in the paint and varnish industry have spent much time in studying instalment selling and in applying it to their respective fields. The result is a plan that has been reduced to fundamentals in its simplicity.

By writing your paint manufacturer or jobber, you can procure folders, advertising and the necessary forms with which to do business on a time payment plan. You can also learn the name of the finance company underwriting the notes, thereby making it unnecessary for the dealer to finance operations or to go into an involved procedure with local banks. The plan has been so simply worked out that about all that it is necessary for the individual merchant to do is make out the necessary blanks and get a customer to sign them.

The seven steps of the plan, as lined up by Save the Surface Campaign workers, are these:

- 1. On being approached by a home owner who desires to purchase paint but does not have the ready cash, the dealer explains the terms: 20% on account, the balance in equal monthly payments of at least \$10 a month.
- Figure the cost of the materials wanted. It is customary to add 6% and give the purchaser the total amount, stating that no further charges are to be made.
- 3. Fill out the agreement forms and have them signed by the purchaser. After the agreement is signed the dealer, or someone known to him, should witness the signature.
- Fill out credit application blank, have it signed by the purchaser and then send it to the finance company.
- After receiving approval of credit from the finance company, deliver the merchandise and collect the onefifth down payment.
- Send the signed agreement to the finance company together with the bill showing the total amount of the purchase, the amount paid on account, balance due and the delivery receipt.
- 7. On receipt of these forms the finance company will forward to the dealer 90% of the unpaid balance, retain-



# RGEN Jools & Hardware

SARGENT PLANES and approved SOUARES by your carpenter trade



Sargent Planes have many special features-but one feature common to all of them is the chromium steel cutter. toughness, keenness, long life of this cutter can be equaled in few if any other tool metals. There are types for every purpose.

Sargent Framing Squares are the most accurately and completly scaled and tabled squares in use today.

Folders, imprinted with your name, will be furnished for customer distribution. Ask also for our Co-operative Advertising Service Booklet.

# **SARGENT & COMPANY**

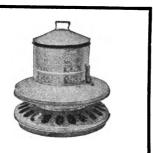
Hardware Manufacturers NEW HAVEN, CONNECTICUT

New York: 92-98 Centre Street Chicago: 221-223 W. Randolph Street

THE DECIMAL SYSTEM OF PRICING PACKING HAS BEEN ADOPTED FOR SARGENT HARDWARE

To answer an advertisement, tear out page and pin to letterhead

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# Profit by Selling-

Every fountain, feeder and fixture needed to raise chicks successfully is to be found in the Oakes line. For example, note above our round chick hopper—a sanitary, automatic feeder with many practical, exclusive advantages. Needed in every flock. Below is illustrated our new Buttermilk Feeder, made in two sizes for use with the one-quart or half-gallon Mason jar.



YOU can sell these and other Oakes Quality Poultry Supplies to excellent advantage. Write today for catalog and dealer's discounts.

# The Oakes Manufacturing Co.

345 Dearborn Street Tipton, Ind. ing 10% as a charge for services. No reserve is held by the finance company.

One of the acknowledged principles of good merchandising is recognized as making it easy for the customer to buy. The easier you can make it the better.

# A trick of the trade

The house-to-house salesman, of whom so much is being said, has this principle firmly imbedded in his cranium. He shows the housewife a vacuum cleaner and leaves it behind so that she may try it out. If she desires, later, to purchase, this salesman does not ask her to pay cash. His method is the ever-popular slogan: "A little down, and so much a week."

Service is one of the biggest words in the field of merchandising today. Not only does the sale of paints and varnishes on time payments benefit the dealer by bringing more trade into his store, but it offers a real service to the consumer.

By using the instalment plan, a great many merchants are going to do a big paint business this Spring.

# Sale on \$1 tools

'Wilson's hardware store, Buffalo, New York, ran a special sale of tools at \$1, including Boy Scout knives, hammers, and similar goods all bought especially to sell at \$1.

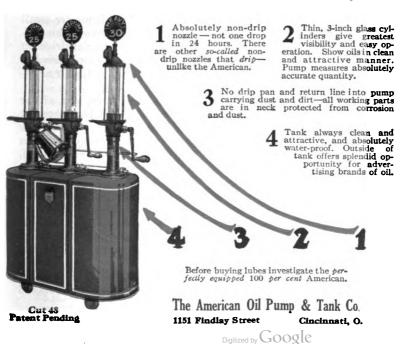
First in reader interest— GOOD HARDWARE

To answer an advertisement, tear out page and pin to letterhead



There is as much difference between the American and other lubes as there is between automobiles with selfstarters and those without.

Both kinds of automobiles will run and both kinds of lubes will serve oil, but in the American lube there is not one essential to perfect service missing—and without the following four essentials, found only in the American, no lube is 100 per cent perfect.



# Making the most of your farm implement trade

(CONTINUED FROM PAGE 33)

ness informs me that in his store it is carried on largely as a department of its own.

He has a special Repair Order Book. When a farmer comes to him for a repair which is not carried in stock, after determining upon the exact details, the order is entered in this book as follows:

(1) Name and address of manufacturer.

(2) Name and complete description of part.

(3) Name and address of customer.

Upon receipt of the part, which is generally ordered for immediate shipment by express or by insured parcel post, the part is unpacked and examined and checked against the order and invoice. If correct, the customer is at once notified by post-card, as follows—

#### Dear Sir:

The repair part for your—arrived this morning, Charges, with transportation are—. Please call or send for same promptly.

Very truly yours,

This system for taking care of special orders has worked out for this merchant very nicely. Promptness throughout marks the system and I learn that for a whole year's business, very few repairs are left on hand and that very little loss, therefore, comes his way from uncalled-for parts.

Then there are many repair parts of such universal farmer use that the hardware dealer finds it profitable to carry them in regular stock.

I suggest the following as a fairly representative list of general castings and forgings which form a real item of cooperation and which may be handled with profit by dealers whose business is largely with a farmer trade:

Pole caps, both heavy malleable and light steel.

Whiffletree fixtures: Straps and hooks, ferrules and hooks, heavy staples, with nuts, an assortment of clevises, centers.

Neck-yoke fixtures: End fastenings, center fastenings.

Wagon fixtures: Wagon box springs, seat springs, axle clips, king bolts, fifth wheels, axles, thimble and skeins (better to order them), shaft couplings, shaft repair ends, pole repair ends, rub irons, wagon shoes, wagon box straps.

Most of these items are small and I commend them at this season, with your special drive on implement repairs for a window display to tie up with your newspaper advertising.

At the same time, you will be able to fill in advantageously with a representative line of plow repairs, for such implements as share, landside, mouldboard, bolts, clevises, handles and others.

Wagon and implement paint could not be featured at a more opportune season, either, for neglect of implement surfaces means a continuous inroad of rust and decay.

There are two other lines in the hardware store which should

"The Sunbeam heats all of our rooms evenly. It is a very neat looking heater and is easy to keep clean."

"I am comfortably heating a sevenroom cottage in the coldest weather. Your heater takes less care and uses less fuel."

# Better Way of Home Heating There are Hundreds Like Them in YOUR Town

ENTHUSIASTIC users are selling Sunbeam Cabinet Heaters for dealers everywhere. They are proving over and over again that this wonderful heating device will "heat the whole house," that "it does save fuel" that "it requires little attention," that "it's attractive as the finest piece of furniture" and that "it does a lot of other good things for the home owner."

How can I get some of this profitable business? It's the easiest thing in the world if you will simply use the selling plans we have provided for the Sunbeam Dealer—if you will carry out our plans of local advertising—if you will tie up your business with our "stronger-than-ever" national advertising—if you will get behind this greatest of all home heating devices.

All that is necessary is to fill in the coupon below and give us an opportunity to tell you about our "go-getter" plans and show you some of the ways—easy ways—other Supplem Dealers are using them. You

-other Sunbeam Dealers are using them. You won't be obligated in the slightest. Do it now.

THE FOX FURNACE COMPANY ELYRIA, OHIO



This Greatest
Selling Plan

#### THE FOX FURNACE COMPANY Elyria, Ohio

I would be interested in having complete information regarding the Sunbeam Cabinet Heater and your new methods of merchandising it in this locality.

Name .....

Address .....

G. H. 4-25

To answer an advertisement, tear out page and pin to letterhead

Digitized by Google

also tie up with this special seasonal drive.

The first of these two lines consists of a stock of iron and steel.

There is bar iron, round iron, iron and steel tire, band iron, hoop iron, all in various sizes and constantly called for both in full lengths and special cuts.

## Woodwork and tools

The other line to which I refer consists of wagon and implement woodwork.

If you are to sell repair castings and forgings, it is just as logical to follow on into woodwork.

Wagon felloes, shafts, crossbars, wagon poles, spokes, these are the most sought for items of the average hardware woodwork stock.

Hand-in-hand with the foregoing items of repair and replacement, come the tools and equipment of application.

Many farmers have little work-shops of their own, largely outfitted from the hardware store, thereby saving all manner of waste time in thus being able to make their own repairs right on the farm.

The vise, anvil, forge, upright drill and similar devices give the farmer many advantages of the village smithy and it is worth real attention to promote their use.

So then, when the keynote of cooperation is not only helpfulness to customers but is coincidentally store profit, does it not behoove hardware merchants to be active boosters in a local Farm Implement Repair Week of their own?

# Four Spring ideas that sold garden tools and seeds

(CONTINUED FROM PAGE 39)

the floor space available and the quantity of goods to be displayed.

One or two inch strips in pairs, three feet apart across the top, projecting from 1' to 1' 4" from the frame, form a slot in which to hang long-handled implements such as rakes, hoes and shovels. At the 31/2" level from the floor, strips may be put in so that short-handled forks and shovels may be hung between the long-handled goods displayed at the top of the rack. Notice the shape of the ends gives an incline to the rack which keeps goods hanging closely and prevents their falling.

# Prevents warping

In addition to steel goods, axes, cross-cut saws, brooms and mops may be displayed on this rack. The interior space is handy to stock single trees, toolhandles, wagon box rods and other items of a like nature. Handles laid flat on this rack will not warp as readily as when they are left standing up in the corner.

Here's hoping that some of the ideas given in this article will save you time in planning for your Spring business. May your best year's business on these lines double.

Progressive hardware merchants read GOOD HARDWARE.



# HEAVILY ADVERTISED! Stock up and display your Aladdins

Don't be misled by any claims that imitations are "as good as" Aladdins. Only Aladdins are rustproof, wearproof, permanently sanitary and permanently efficient in keeping food or liquids hot or cold for more hours.

Aladdins never become "musty." Concentrate on the tried and proved 100% quality jar this year.

Aladdin Industries, Inc.
Dept. A Chicago



Four

Brightly poli plated finishwith kids and parent

Speedier whe

tion gives ea contact. Ball can't is greatly reduced h offset at every an tration at left below

# The Champion **SHERWOO**

# It's Skate Time NOW!

Many of last year's tots have just reached the age for skates. Many of last year's skates will be scrapped and must be replaced. The market is big and well worth going after. The children all want skates and, what's more—

#### They Want GOOD Skates

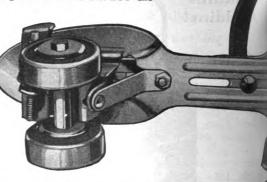
When you sell 'em SHERWOOD Safety RACERS you sell the best sidewalk skates that can be made. Patterned after a professional rink model, with only such changes as were necessary to withstand rough wear. SHERWOOD Safety RACERS instantly win approval of the kids and their parents.

# SHERWOODS Are SAFE! Here's Why!

The big fault with sidewalk skates has always been that of axle nuts working loose and wheels dropping off. That's dangerous. But Sherwood has solved this problem in the expanded axle. Note diagram below. This positively prevents wheel from coming off. It means SAFETY and SALES.

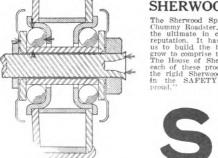
## Note Cross-section of Wheel Below

This diagram shows the expanded "freezes" the how axle nut securely in place. Neither vibration nor hard use can loosen it. Threads not injured. Nut can be re-moved with a wrench when necessary. Also note arrows showing 4-point contact ball bearing construction.



# Built by the Makers of the Famous SHERWOOD SPRING COASTER

The Sherwood Spring Coaster and its kid brother, the Chummy Roadster, are known to youngsters everywhere as the ultimate in coasters. We are justly proud of their reputation. It has been a source of great satisfaction to us to build the best in coasters and then see our line grow to comprise the best in sleds, skis and roller skates. The House of Sherwood has put all its resources behind each of these products to turn out goods that adhere to the rigid Sherwood quality standards. Critics say that, in the SAFETY RACER, we have "done ourselves proud."



answer an advertisement, tear out page and pin to letterhead

# Roller Skates— Tety RACERS

# Points:

sisting nickelit of the season

They're SAFE—the Expanded Axle safety feature does the trick. How much is a kid's neck worth? . . . Priceless? Of course it is. What parent would not gladly pay a few cents more to insure his youngster's SAFETY?

aring construcoints of rolling ction

is

IS-

Triple Strength Foot Plate—won't break, sag or bulge. Four embossed ridges on each skate actually triple the strength without adding any weight.

Real Profits in Sherwoods

No guesswork about the money you can make by lining up with SHER-WOOD Safety RACERS. Their exclusive features make them fast sellers and every sale means a really worth-while profit.

If you have not yet stocked skates get Sherwoods immediately. If you are already stocked, be sure to specify Sherwoods next time you order.

In either case, get complete information and prices without delay. This page is your coupon.

# Tear Out This Page NOW

Don't bother to write a letter. Just detach this page, clip it to your letterhead and mail. Do it right now—before you forget—it's skate time NOW.

Sherwood Bros. Mfg. Co., Inc. Canastota, N. Y.

JOOD Safety RACERS

To answer an advertisement, tear out page and pin to letterhead

# Post-cards help sell separators

John H. Alden, a hardware dealer in Washington County, Ohio, increased his sales on cream separators over 30% in 1924, by using post-cards to get the privilege to demonstrate. Alden serves a scattered farming community, impossible for one man to cover efficiently. Last Spring he conceived the idea of letting the rural mail-carrier do the job for him.

Mr. Alden bought 50 postcards, addressed them to himself, and had printed on one side the following request for a demonstration ready for the prospect to sign:

"I then went over my list of prospects," says Mr. Alden, "and to each of them sent a letter containing one of these cards. Since they carried their own postage, it took but a moment of a farmer's time to fill in the blanks. As the service had no strings attached to arouse suspicion, the cards came back granting me the privilege of a demonstration.

"I arranged these returned cards according to date and planned my demonstration schedule. "It taught me that farmers can be reached by mail with successful results and, within three months, I got more chances to demonstrate my goods than in any previous year.

"The postal stunt can be put on at any season of the year and the cost is less than any other method of reaching prospects direct. On one occasion 50 cards gave me 18 chances, which has resulted in seven sales so far."

# Solution to Rebus on page 22

You never "saw" such values as we "can" show you. "Bank" on our goods. "Grater" values were never offered. Come in and take your "pick." A rolling "stone" gathers no "moss," but "rolling pin" gathers the dough. Our prices are not "ace" high. A "2-spot" goes far here. Possession of our goods will make you feel like a "king" or "queen." Our salespeople will show you "round." No "red tape" in our dealings re"quire"d. Save "dollars" and "cents" and your wife will never "ball" you out. "Darner" anyway. It is our "rule" to sell "reel" merchandise. Take a "tip," "watch" our windows.

You don't have to lug GOOD HARDWARE under your arm. It slips into the pocket.



of every advertiser in The Delineator. If any reader incurs a loss through misrepresentation of goods in any advertisement in The Delineator, we guarantee that this loss will be refunded. If the advertiser does not make it good, we will."—G. W. Wilder, President of The Butterick Publishing Company.

Look through any issue of The Delineator. See how many articles advertised there are carried in your store—and remember: These articles are guaranteed.

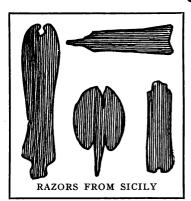
The Delineator sends its readers to you—to buy. It will pay you to carry merchandise advertised in *their* magazine, The Delineator.

# THE DELINEATOR

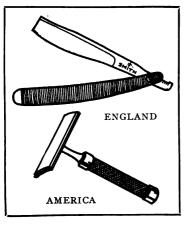
Founder of "BETTER HOMES IN AMERICA"

BUTTERICK BUILDING, NEW YORK

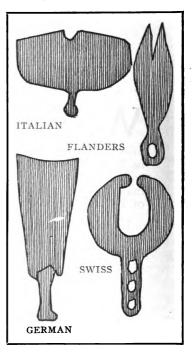
# The history of razors—from the Bronze Age to 1925



- The original razors of Sicily, shown above, were developed in the Bronze Age. It is interesting to note that each form traveled by a different trade route to the neighboring countries.
- 2. Italy adopted the notched form and widened it as shown at the right. Flanders and England received the notched form and put a hole in



the handle end, possibly to hang the blade up by. Germany took up the concave hollow type and added a sturdy grip. The Swiss widened the concave hollow to a crescent in their elaboration of the original received from Sicily.

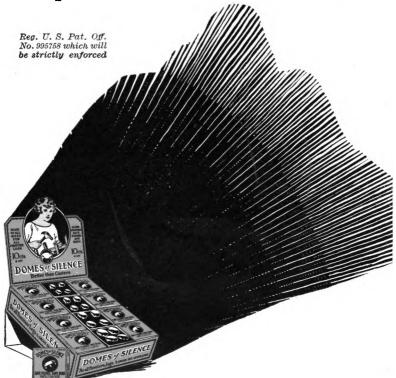


The Cross & Smith razor is one of the earliest Sheffield razors in American collections and dates about 1775. The safety was promoted by America. Today America manufactures these types of razors to the value of about 24½ million dollars annually.

# GOOD THE NATIONAL MAGAZINE OF THE HARDWARE TRADE HARDWARE TRADE



# Group Small Wares—Increase Sales



# Two Styles of Packing

Straight Sizes
Packed ¼ gross sets any
one size.

Assortment as illustrated Packed 1/3 gross—1/2 in., 5/8 in., 3/4 in., 7/8 in., assorted.

# DOMES of SILENCE

A Fast Steady Seller Highly Profitable

Just Display the Carton

MADE IN SIX SIZES  $\frac{3}{8}$  in.,  $\frac{1}{2}$ ,  $\frac{5}{8}$  in.,  $\frac{3}{4}$  in.,  $\frac{7}{8}$  in., and  $1 \cdot \frac{1}{8}$  in.

Your nearest Jobber carries a complete line Apply the largest size possible

DOMES of SILENCE Division.

Henry W. Peabody & Co.
17 State Street, New York City

P-1961



# "Buy These Lamps"



75 per cent of all American cars,—and 95 per cent of those in the thousand dollars-and-up class—are equipped with National MAZDA Auto Lamps when they leave the factory.

Ask your distributor about the counter kit assortment and about the extra 10% an RD Contract will give you. National Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio.



To answer an advertisement, tear out page and pin to letterhead

# Some Inside Facts about the Publishing Business

# That also have something to do with hardware

HEN I was working behind the counter in a hardware store I had the idea that the subscription price of a magazine paid at least part of the cost of the magazine.

After a combination of circumstances took me into the publishing business, I realized that I might have known a little something about hardware, but I certainly didn't know anything about the publishing business.

One of the first things I discovered was that it usually costs more to sell subscriptions than the total amount of money taken in for the subscriptions.

That was certainly an eyeopener to me. In the hardware business we sold hardware and made money selling it.

But in the publishing business it seemed we sold magazines and lost money doing it.

I found out that practically every publishing house has to make its money out of advertising. There are a few exceptions to this rule, but certainly it is true of practically everybody in the trade-paper field, for the simple reason that there are so very few prospects for a

trade paper that it costs a lot of money to sell subscriptions.

In the course of time I came to have a hand in the development of a national hardware magazine for The Butterick Publishing Company. The knowledge of that enormous cost of selling subscriptions led us to adopt a very radical policy—we decided to send Good Hardware to selected hardware dealers without charge.

The policy was radical at the time, but it has long since been generally accepted as sensible and logical and in line with good, sound economics.

# How "Good Hardware" came about

Just how The Butterick Publishing Company happened to get into the hardware field is a question that is often asked of me. It really is simple enough. About eight years ago we eliminated mail-order advertising from The Delineator and The Designer — our great national women's magazines — and we were immediately deluged with thousands of letters from deal-

ers in all kinds of lines, telling us it was the greatest step ever taken by a national magazine.

Realizing the great service we were rendering in this respect to the hardware trade and to other trades, we looked about for ways and means of extending this service. The result was the gradual development of a number of trade publications, each serving their own particular field on a more extensive scale than the field had ever been served before. The first service magazine to be developed in this plan was Good HARDWARE and in less than five years it has grown to a point where today it is read in more hardware stores than any other magazine published. This is an accomplishment that we're mighty proud of.

# An angle on advertising

Except in the case of the big mail-order houses, advertising has to be bought largely on faith. The mail-order house people put an advertisement in a magazine and they get a certain number of inquiries and orders from it. If this compares favorably with the general average, that magazine continues to get business. If it is way below the average, the magazine is cut off the list.

A general advertiser, though, like most of the advertisers in hardware trade papers, for example, cannot trace direct results like that any more than you can trace direct results from

your own newspaper advertising, except in rare instances. He advertises in Good Hardware, for example, to tell certain things to a great many hardware dealers in the most economical way that has been devised to date. In most cases there is no particular reason for the dealer to write to the manufacturer, so that he has no direct check as to what his advertising is accomplishing.

Being sound, hard - headed business men, most of these manufacturers who advertise in hardware papers like to get some sort of a come-back from their advertising. That's why they're so delighted if you let them know you saw their advertising. Just a little P.S.: "Saw your ad in Good Hardware," does more good than you imagine.

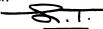
You'll find it profitable to your business to follow carefully the advertising in trade papers. You'll get a lot of selling ammunition about the goods you have in stock and you'll find new merchandise that will help you to increase your business without increasing your overhead.

A lot of merchants write in to us and say they'll be glad to pay us whatever subscription price we want to ask for Good Hardware, but we immediately write back and tell them we can't take any money; but if they want to do us a good turn, the best way to do that is always to be careful to mention Good Hardware in writing to advertisers in our magazine.

Just give credit where credit

is due. When you write to anyone about a product you saw advertised in Good Hardware, let them know where you saw it and the staff on Good Hardware.

WARE will vote unanimously that you are a good scout and a regular fellow.



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## Issued Monthly by

# TRADE DIVISION—THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

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# Good REGISTERED U. S. PAT. OFF. Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI

May, 1925

No. 8

#### COMPETITION A STIMULANT

A runner seldom breaks a record unless he is closely pressed. A baseball team plays its best game against a close adversary. A horse scores its best mark when pitted against fast horses.

The hardware dealer plays his best game when pressed by competition. The one sure way to make a merchant slough into mediocrity and slipshod methods is to take away his competition. Honest, ethical competition develops good merchants, and makes fine, alert citizens. A lack of competition breeds laziness and insolence. The greater your competition, the greater your opportunity for growth.

#### **G** LET YOUR "BOYS" MEET SEN. SHARP

Many hardware merchants have written GOOD HARDWARE in the past, commenting on the help situation. In some localities good store salesmen are scarce. In others they lack efficiency.

On another page of this issue is an article on Senator Sam Sharp. This article is intended primarily for clerks and salesmen. Senator Sharp pictures the bigness of the hardware business. He tells the salesmen they should not envy those employed in other lines. He says

honest, intelligent effort will bring reward. Every clerk or salesman in your organization should read what the Senator has to say.

# PROFIT—PLUS SATISFACTION

A merchant can take two things out of his business — first, profit; second, satisfaction.

There has been much said about the profit side—but not enough about satisfaction. You are supplying your neighbors with many things that make their life a little better. If you are running the right kind of a store, you are doing your community a real service—and there ought to be satisfaction in that.

Take, for example, the unpainted buildings—especially in the farm sections. Every time you sell a paint job you ought to get as much of a thrill out of the moral satisfaction as you do out of the profit. You are conserving the resources of the country. You are preventing buildings from rotting. You are beautifying the surroundings. Any man with a grain of sentiment ought to take satisfaction in that.

#### G SLAP-ME-ON-THE-BACK SELLING

The factors that influence hardware dealers in giving orders to those from whom they buy, are rapidly changing. The slap-me-on-the-back drummer type of salesman has had his day. In the old days the traveling salesman was called on to buy the drinks, pass out cigars and gladhand dealers. The good fellow got the order.

But today all is changed—the storekeeper has become a merchant. He buys his goods on the basis of merchandising value. He places his orders on the basis of facts.

# MERCHANTS NOW DEMAND FACTS

Now that hardware is bought on the basis of facts—manufacturers' selling methods have changed. Facts regarding a product or a house can be forcibly presented on the printed page. You can, for example, get a much better conception of a parlor heater and its mechanical details from a diagram than from a salesman.

That's why advertising in hardware lines is on the increase there are more intelligent, fact buyers. The merchant, then, who fails to look over the advertising a manufacturer sends him, who fails to take advantage of this modern selling method, is living in the slap-meon-the-back age of selling.

# WHERE PRINTERS'

Many manufacturers have something to say to you. They have two ways of doing it—they can tell it to you through the printed page; or they can send a salesman to tell you. The first method is the cheaper, but for the present we need both.

Since more hardware is now bought on the basis of fact, the cost of selling can be brought down by letting the printed page carry more of the selling load. When you read what the manufacturers have to say to you on the printed page, and let the manufacturers know, occasionally, that you get their messages, then one of the most economical of salesmen is carrying some of the selling burden.

One merchant put it this way, "I can learn as much, and save more, by studying the manufacturers' advertising a half hour each day than by interviewing a long line of salesmen."

# Why He Saves Good Hardware

Editor, GOOD HARDWARE:

Why do I save Good HARDWARE? A year ago I couldn't have given you any more of an answer than "It's full of good things that I don't want to lose sight of."

But now my plan is this: I keep a card index of ideas applicable to our particular store with particular reference to advertising, show windows, arrangement and special stunts.

This is cross-indexed by months, to make seasonable advertising and sales stunts accessible at the time they will be of the most use.

VERNON DEAN, Byrne Brothers, Santa Cruz, Cal.

# Discovered! A way to stop losses on guarantee replacements

The Gross Company's plan makes customers responsible for misuse and abuse

#### By Fred A. Williams

How much does it cost you to replace merchandise abused by your customers?

The misuse of tools, accidental or careless use of electrical appliances and the harsh treatment of cutlery and watches, have all taken their toll from the dealer's profits.

The Gross Hardware & Supply Company of Milwaukee, Wisconsin, has developed a plan which eliminates the majority of customer claims for replacement.

In this article GOOD HARDWARE gives you the details of the store's plan.

HARDWARE Dealer: "Good morning, Mr. Jones."

Mr. Jones: "Hello, Sam. Say, here's that knife I bought Saturday. Blade busted the first time I used it. . . ."

Conversation of this kind takes place much too frequently over the hardware counter for the good of the profit side of the ledger.

Not only cutlery, but tools, electrical appliances, watches, clocks and several other items

are brought in by the customer for replacement. Damage in most cases is not due to the fault of the product. Most of these products leave your store right. They are brought back, not because of flaws in the manufacture, but because of misuse or abuse of the product by the purchaser.

How often have you asked yourself: "Why do my customers place these unjust claims?" Here are two answers:

- 1. Most products which carry a guarantee require common sense in their use. Many customers do not know what a knife can stand, or that an axe should not be used as a maul to drive steel wedges; or that it is not all right to yank an electrical plug out of a socket by the cord.
- 2. Another reason might be called psychological. Many of your customers bring back an article and, in their mind, they reason like this:

"Five dollars out of my pocket is a lot, but if I can get a replacement on this broken item from the manufacturer, it won't cost him much. Manufacturers advertise that they stand back

### SAYS GUARANTEE

is guaranteed for 60 days from this date

SUBJECT TO POLLOWING CONDITIONS

- 1. If the steel in this tool shows a defect it will be replaced with another. If there is a question of the existence of a defect, we reserve the right to submit it to the factory for their decition.

  2. Positively no tools will be replaced that have been stamped with steel die at other plentification marks.
- fication marks.

  In represent that have been stamped with steel deleasement will be made of tools that have been used for other page for which they are intended.

3. No replaceme on them those for v 4. No replaceme which they are intendent will be made unless a accompanied by this guarantee slip.

Gross Hardware and Supply Company 216-220 THIRD STREET, MILWAUKEE, WIS.

Ever been "holding left the bag" when you had re-placed a tool and manufacturer said "abused?" Clause 1 protects you

### **SWE GUARANTEE**

THIS ELECTRICAL APPLIANCE KNOWN AS

No.

2. Ever had to repair cords and plugs free appliances? Clause 2 facilitates charg-ing for repairs

NAME OF ARTICLE is guaranteed for one year from this date.

SUBJECT TO POLLOWING CONDITIONS

- 1. Only the heating element is guaranteed, and if defective will be repli repair aloop if possible, otherwise it will be sent to factory for repairs.
- 2. No other parts, such as broken cords or loose connections will be repliced under this guarantee. 3. No replacement will be made unless accompanied by this guarantee slip.

### Gross Hardware and Supply Company

216-220 THIRD STREET, MILWAUKEE, WIS.

Form 142. 2500. 9-25

#### **GUARANT** THIS

'THIS (KNIFE) (SHEARS) (RAZOR) NO.

is guaranteed.

purchased. SUBJECT TO FOLLOWING CONDITIONS

- 1. If the steel breaks because of a flaw it will be replaced with a m a. at most recent recents operance or a new it will be replaced with a new ease.
  2. If we are unable to determine if break is due to a flaw or if steed is too soft soo hard we reterve the right to submit asube to factory for their decision.
  3. The material used in the handles, such as pearl, stag etc. is not guaranteed into breaking or loosening at the rivets.
- - 4. No replacement will be made unless accompanied by this guarantee slip

### Gross Hardware and Supply Company

216-220 THIRD STREET, MILWAUKEE, WIS.

3. How many pocket - knives have you givaway? Clause 2 reads in effect: Replace only when the Judge says "guilty"

Porm 143. 2500. 8-25

### SAYS GUARANTEE

THIS (ALARM CLOCK) (WATCH) NO.

is guaranteed for one year from this date

- SUBJECT TO POLLOWING CONDITIONS 1. Guaranteed only to keep correct time if handled with proper care.
  2. Guarantee is void if article has been tempered with, dropped, kept in a damp place or in extreme heat.
  3. Not guaranteed against breaking of main spring or pinions caused by any of the above reasons or by being wound too tight.
  4. No replacement will be made unless accompanied by this guarantee clip.

Gross Hardware and Supply Company 216-220 THIRD STREET, MILWAUKEE, WIS.

4. Did he take his watch in swimming with-out a bathing suit on? Clause 2 will help you SELL him another

Digitized by Google

of their goods—and they also advertise that the customer is always right. This product really should have stood the little extra strain I gave it."

Now these customers, who return goods to your store under the process of self justification outlined above, are thinking straight through you to the manufacturer. This manufacturer, to their minds, is a com-A company is abstract, indefinite—at least not a person. Bill Smith, who trades regularly at your store, may be an upright and honest citizen, yet he may not hesitate to allow the manufacturer to pay for his mistakes or carelessness.

The Gross Hardware Company has thought out these causes of replacement requests, made in most cases when the goods were not at fault. The firm has worked out an interesting plan to prevent loss incurred under such conditions.

#### Acts as checkmate

The plan operates simply and efficiently, because it checkmates the incorrect reasoning of the customer and eliminates any laxity of policy in handling the customer when he comes in for a replacement.

The plan is simply this—the firm writes its own guarantee slips. When a sale is made of a guaranteed article, this slip is made out and given to the customer with the article. Furthermore, the salesman reads the slip to the customer and explains briefly what each clause means as applied to each article. This

teaches the customer some of the common misuses and prevents his making them.

Then, too, the guarantee slips of this hardware store place responsibility on the customer when the customer is at fault. In the first place, if he wishes to return the article, he must bring the guarantee slip with him. This prevents a customer from bringing in an article purchased elsewhere.

#### A personal transaction

Again, the customer is very apt to read the guarantee slip before he comes back to your store with a complaint. In one of the clauses of this guarantee he is pretty apt to find something that weakens his faith in the validity of his request for replacement and he may not make the claim.

The guarantee slip of the store also makes the transaction a personal one with the hardware dealer, whom the customer knows and meets often, instead of an abstract one with a manufacturer many miles away whom he doesn't know personally.

Another thing: How many times have you made a replacement, sent an article back to the manufacturer, and had the manufacturer tell you the goods were not at fault? Clauses in the Gross guarantee don't leave the dealer "holding the bag." They reserve the privilege of securing judgment of the manufacturer prior to replacement. It is there in black and white on the guarantee slip and it doesn't

(CONTINUED ON PAGE 71)

# Arousing interest in display windows

Did you ever run an advertisement like this?



This idea, used by one hardware store, aroused a lot of curiosity.

Another store, when it changes its window displays, inquires in bold type in its usual newspaper space:

HAVE YOU SEEN OUR WINDOWS?

A Western hardware firm re-



cently published an advertisement, calling specific attention to its East window, without giving any inkling of what objects of interest were there. The window proved to be a timely, well-arranged display of ranges and gas heaters.

## Pushes knife sales by "action" display

Working on the theory that additional sales of pocket knives could be developed by a display showing pocket knives "in action," one hardware dealer put in his window a big beech log with a set of initials carved on it, as boys love to carve them.

A knife was stuck into the log beside the initials, and the price of the knife was carved there, too.

#### Pine shavings

A thin pine board stood on end, shavings whittled up from it and a knife still in the position of slicing up a shaving. The price of the knife was printed on the board.

A rough post, the bark on, stood in a corner of the window with a hunting knife stuck into the post and two or three steel traps hung from the knife while a card priced the knife and read, "The Trapper's Favorite."

On a writing table were newly sharpened pencils and a knife beside them. In the background was a sign that said, "Tell the folks you want a knife for your birthday."

## A Picture Trip Through a New Hardware Store

Back in 1865, a hardware clerk in a Cleveland jobbing house acquired a partnership in a small grocery and hardware store. His name was John J. Davis. Later he was joined by E. P. Hunt and J. H. Collister. This was the beginning of The Davis, Hunt, Collister Company of Cleveland, Ohio.

By good methods, the business grew year by year until it became the largest of its kind in Cleveland and it is now one of the largest retail hardware concerns in the country.

Things were going nicely at the original location, when, in 1924, the old store had to give way to the Van Sweringen Union Depot project.

A new location was taken, in the high rent section, at the corner of East 4th Street and Prospect Avenue, where the company occupies five floors and basement and a large storage space immediately in the rear. The building of new equipment and the moving of stock has just been completed.

One of the outstanding features of the new store is the manner in which it utilizes every available foot for sales purposes. In the planning, special attention was given to comfortably housing a complete hardware department store, with a big volume of business, in a building of comparatively small frontage. How this was done is told in the photographs on this and the four following pages.



1. When the Van Sweringen railway project forced D-H-C, Cleveland, out of their old location, they decided to move to one of Cleveland's high rent sections.

Here's the front of their new four-story building





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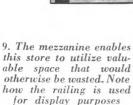
partment on the second floor



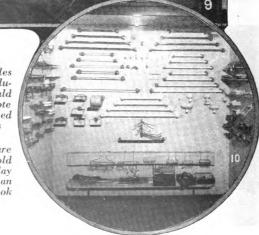
### The new Davis, Hunt, Collister store

(Continued)

8. Every item of the household department is arranged in open display accessible to the customer. Elevator service carries the customers to this department on the third floor



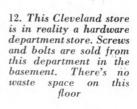
10. Bathroom fixtures are carried in the household department. This display gives the purchaser an idea how they will look in the bathroom



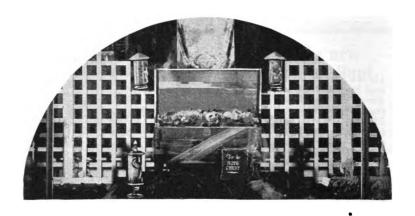








13. A distinguishing feature of the store is the open displays. Note that the overstock is carried immediately behind the sales display (arrow)



# June—the gift and holiday season second only to Christmas

There are a number of ways of going after the business and May is the time to plan the June drive

ERE'S a real market that has been neglected by many hardware dealers. It's the gift and vacation business of June.

Think of all the money spent in gifts for the June bride—and after the honeymoon comes the time for furnishing the home. Then there are the brides and grooms of Junes in other years whose anniversaries occur this month—more opportunities for the sale of gifts.

June is also commencement time—when hundreds of highschool and college graduates are showered with gifts.

Next comes the season when boys and girls head for the Summer camps and vacation lands.

Last, but not least, the whole

family gets ready for a tour in the auto—and must be outfitted.

The tourist business is of such importance that you will find a separate article on that subject in this issue.

Every one of these events is an opportunity for the sale of hardware in June—a gala and holiday season second only to Christmas.

The jeweler, the department store, the milliner, the florist, and a host of other merchants have been out after this business for a number of years. They rather have the jump on the hardware dealer because they've taught the consumer to think of them first.

Following you will find some

miscellaneous ideas which have been used by hardware dealers in going after this desirable business

#### 1. The lure of the hope chest

Opposite is a window display to tie up with your advertisement of gifts for showers. Put a cedar chest in the window and fill the chest with kitchen ware. Other goods in the window should include silver, china, glass and electrical appliances. Letter a card: "For Her Hope Chest."

#### 2. Showers for the June bride

Make up a list of suitable presents for the bride or graduate and use it in your newspaper advertising, handbills or direct mail. It will remind folks of the large assortment of suitable gifts sold at your hardware store.

At the right is an advertisement suggested for the gift showers given the bride by her friends before the wedding.

#### 3. A good letter

A hardware dealer in Connecticut got results with the following letter:

#### Dear Madam:

Undoubtedly this month you have friends to remember with either a wedding or anniversary gift.

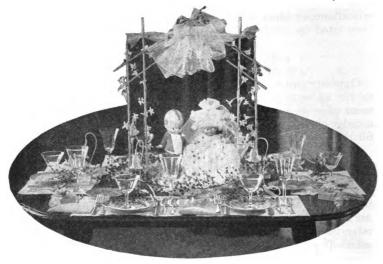
Somewhere in your home you have a labor-saving device or cooking utensil about which you have often said, "I just wouldn't try to keep house without it." Why not give such a present to the bride?

such a present to the bride?

The hardware store is full of items of this nature. While the gift may seem prosaic to you, think of the pleasure of the June bride in having her money to spend as her own taste dictates, if her friends supply the household items.



Won't you come in and let us show you what you have in mind and the other "different" gifts of quality and utility found in our hardware store?



#### 4. Wedding breakfast table setting

"Mother doesn't have to set the table for the wedding breakfast every day," writes a dealer from California, "neither does she want anyone to know that she doesn't know how.

"Here's a picture of a table used in our window. The bride and bridegroom are dolls and their wedding clothes are made of 'crepe paper.' You may think it a pretty fancy window trim but we know that Mother and Dad recognized from this table their shortage in silverware, glassware and china needed for the great event, and came in to see us. This window can well be used in May when the wedding is being planned."

#### 5. Don't forget the bridegroom

An Ohio dealer wrote us that the groom is neglected by all except the insurance companies. He writes to the future Benedicks as follows:

Dear Sir:

We wish to congratulate you on your coming marriage to Miss Marjorie Smith.

Every romance leads up to the wedding, then ends: "And they lived happily ever after."

That is where the hardware store takes up the story. If you are soon to be the "handy man about the house" that means new tools to do the odd jobs and it means curtain fixtures, bathroom fixtures, shelf brackets and lots of other items.

It is our job to know all about these things and it will be a pleasure to see that you are supplied with the right tools and right articles for your new home.

Drop in and ask us about our service next time you are down this way.

#### 6. Gives gift service

The gift buyer is often in a hurry and impatient of inconvenience. It's a nuisance to buy a gift in one store, then go elsewhere for white tissue and ribbon to make an attractive package. Here's a sketch of some packages ready to send the bride.

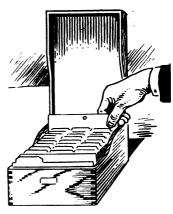
One New York dealer does up a few dummy packages for the window display of suggested gifts and places a card near them lettered: "Gifts for the Girl Graduate and the June Bride, wrapped suitable to the occasion." He asks for the card of the giver, or has him write



his name on one which he furnishes, to go in the package.

#### 7. Keep the June bride's business

A hardware merchant down in Texas wants Good HARDWARE to tell all other dealers how he kept the bride's business after the wedding. He says: "The bride collects recipes of her friends' favorite dishes. scraps of paper. I give each bride a card cabinet and a collection of neat cards on which to copy recipes. This little gift is thoughtful, yet inexpensive. It pleases the bride so that she remembers our store for the many items which a new home needs."



#### 8. Wedding Anniversary reminders

How often have you forgotten to purchase a gift until the last moment? In the case of wedding anniversaries, few remember what custom dictates as appropriate to the annual occasion. Here's a list. This list neatly lettered on a window card goes well with a suitable display.

#### WEDDING ANNIVERSARIES

1st — Cotton 2nd — Paper 3rd — Leather 5th — Wooden 7th — Woolen 75th — Diamond

## Shoppers' guide for June gifts

#### For Graduates'

Fountain pen Gold pencil Electrical

Boudoir lamp Study lamp Curling iron Grill

Tennis or golf equipment Bathing suit

Boys Watch Pocket-knife Flashlight

> Compass Rifle Bicycle

Fishing tackle Baseball goods Sweater

Bathing suit Tennis and golf equipment

#### For **Brides**

Electrical Iron Curling iron Waffle iron

Grill Toaster Fan

Lamps Heaters Sweeper

Washing machine

Range Ice box Fireless cooker Clothes hamper Carpet sweeper Ice-cream freezer Fireplace furniture Carving set

Serving dishes Silverware Glassware China

#### For Anniversaries

Woodenware Bread board Cake board Chopping bowl Mixing spoons Potato masher Rolling pins. Tinware

Collander Dipper Muffin tin Cake pan Pudding pan Pie plate Bread mixer Japanned box Japanned tray Glassware for the crystal wedding China for the china wedding Silver for the silver

wedding P.S. Don't forget the men—they need TOOLS in the home.

#### GIFTS FOR CAMPERS, TOURISTS, AND THE VACATION HOME

Scout axe Scout knife Shaving kit Flashlight Compass

Night dial watch Vacuum bottle

Hot and cold jug Refrigerator basket Luncheon set

Porch swing Portable radio

Portable phonograph Camp kit Camp stove

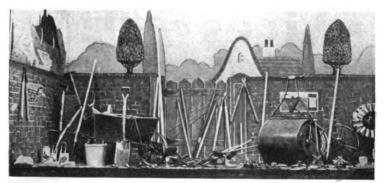
Camp furniture Rifle or shotgun Fishing tackle Baseball goods

Tent

#### 9. A grist of gift suggestions

This suggestion list for customers can be used as a nucleus of your sales plans. It is given you for the use of your ad to all shoppers at this time.

writer, the window trimmer, the show-card writer and for your salesmen to use as "suggestions"



The background is 90% of the battle in this display of garden tools. Such a background is easy to make

# Background for a garden tool trim

"Come into the garden, Maud,"
—or Dick, or Harry, or Pop, or Sister, or anyone else.

Here is one of those garden tool windows where background is 90% of the battle. The wall can be made of crepe paper, which comes printed in red brick design. The gate is simple, being of painted cardboard, and the background of houses, sky and trees can be drawn to scale and colored.

To copy the background to scale, mark off the above cut in quarter-inch squares; on the paper or board on which the design is to be reproduced, draw 6- or 12-inch squares, depending on the proportionate size of the background.

In copying, take each square of the cut separately, and copy the lines in it on the corresponding square of the enlarged background. The trick is easy, once you get the hang of it.

Once the background is in, it

only remains to display in the window a variety of garden tools. These should be arranged to convey the idea that this is not merely a window trim but an actual garden.

# A clean-up drive

The E. M. Bush Hardware Company of Evansville, Indiana, attracted a great deal of attention by the alley display in its front windows. In one part was presented a neglected alley with rubbish and garbage, scattered broadcast. In sharp contrast with this was shown a wellalley with everything cleaned up in good order. This gave a good opportunity for the display of hardware merchandise necessary for good clean alleys, such as garbage cans, shovels, hoes and rakes. window display was presented to help in cleaning-up the city, in cooperation with-the League of Women Voters.

\*Vices of 1925 \*





# Senator Sam Sharp gives his boys a new vision of hardware

"The bigness of our business makes us bigger men," says merchant home from Legislature

HE old town was humming. Main Street felt a stir. One old settler chuckled to another: "Sam's coming home today."

The Sharp Hardware Company had put in its best window display of the year. When the 6:10 flier pulled into the depot, several dozen prominent citizens of the town, including the manager of the Sharp Hardware Company, were on hand. There was considerable commotion, and many friendly greetings

when Senator Sharp stepped off the train-back from attending a session of the Legislature.

Senator Sharp, or "Sam," as the old-timers call him, is the pride of his community. grew up in the town, went to school with the boys and still calls most of them by their first names. His first job, as a boy, was clerking in Dilling's hardware store. Today he is the owner of the leading store in the community-the Sharp Hardware Company.

#### INTRODUCING THE SENATOR

Here is an article of special interest to retail salesmen and clerks. It should appeal strongly to bosses, as well.

In this article, Senator Sam Sharp gives the hardware people some straight talk.

Senator Sharp is a self-made man. His first job was clerking in Dilling's store. He aspired to a business of his own. He saved his money and struggled to success. Today he is the owner of the largest hardware store in the community.

Not only that, but Senator Sharp's good business judgment, his keen insight, his love for his fellow man, had commanded the admiration of everyone in the community. Even though he was no politician, he was elected State senator. Now he has just returned from a Winter at the Capital.

The boys in his store stage a little party, at which the Senator gives some sound advice to hardware men, especially the salesmen and clerks.

He tells them why the hardware business is fascinating. He tells them it is a substantial business, one where merit

begets reward.

Make sure that every one of your employes reads this article, and the other Senator Sharp articles to follow.

THE EDITORS.



Senator Sam Sharp—the successful hardware dealer, citizen and statesman. In this article he gives sound, inspiring advice to department managers, salesmen and clerks

After half an hour spent in hand-shaking and chatting with old friends on the depot platform, Senator Sharp pulled out his watch, remarking: "Well, I guess I better make my way home to Maple Street and see whether there's something to eat in the house."

"No you don't, Senator," said Perkins, manager of the Sharp store. "You are coming right along with us up to the old hardware store. You're going to be the guest of your employes tonight. Mrs. Sharp is going to join us at a little dinner and so are the rest of the women folks."

Perkins and the rest of the boys of the Sharp Hardware Company had spent a busy day preparing for the occasion. They had cleared a big place at the rear of the store and set two long tables, which they decorated with flowers and everything that goes to make up a real party.



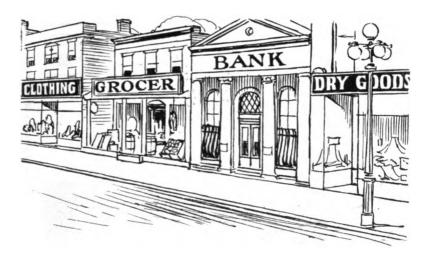
"Do you envy the white collared clerk at the bank? Do you think your friend across the street has no trouble?"

"You see," explained Perkins, as they entered the store, "this is a little surprise we are giving you as a sort of 'welcome back home.' The boys just wanted to do something for you and Mrs. Sharp—so we decided on a big chicken dinner, right here in your own store."

As the Senator took a glance at the clean linen and the carefully arranged and decorated tables, as he caught the spirit of an atmosphere that can only be created by the presence of wives and sweethearts, he turned to the boys with tears trickling from his kindly eyes and with a half-faltering, half-choking voice, said: "Boys—I appreciate this—." Overcome with emotion, he could say no more.

Perkins, pointing to a chair, spoke up:

"This seat for you, Senator, and the missus right here. Now



folks, let's all sit down and eat."

In a short time the Senator was asking about the details of his store and the conversation drifted to recent happenings.

When the meal was finished, the men lighted their cigars and Perkins, who was spokesman for the store boys, arose and said:

"Now, Senator, we're not going to ask you to make a speech. I expect you got your fill of that down at the Capital. Anyhow. it wouldn't seem right to get a speech from you. But what we would like to do is spend an hour or two here tonight in a good, old-fashioned, friendly visit. We all know you have some things to tell us that we will be mighty glad to hear, and we've some things we want to tell you about what we've been doing. So let's have a good, old-fashioned, round-table talk fest."

"Tell us how you happened to get into the hardware business," interjected Smith, of the household department.

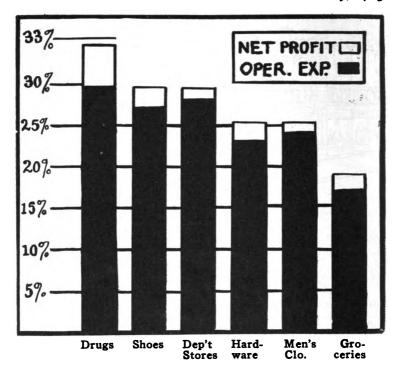
"What is your advice to young men?" called Jacobs, one of the younger salesmen.

"Well," said Senator Sharp. slowly rising. "I've been thinking of some things while we've been sitting here. I couldn't help remembering the time, not so long ago, when I was in the same position as some of you boys are in now. I want to tell you something about it.

#### To the younger men

"I may have to refer to my own career as a business man and I want you to understand from the beginning that this is not being done in a boastful way; it is more for the sake of comparison and in order to bring home my point. But I want to say something to the young fellows—to the boys who roll the kegs and blacken the stoves and who, perhaps, feel that their logical position is in

(CONTINUED ON PAGE 65)



# The part of the consumer's dollar that the dealer keeps

The above diagram presents an interesting study. It shows at a glance how much of the consumer's dollar is kept by the retailers in various lines. It shows the margin of expense and net profit of retailing in these lines.

The hardware merchant often finds it an interesting pastime to compare his costs with those of his brother merchants. It takes about the same amount of the selling price to run a hardware store as it does a men's clothing store, except that the average

hardware dealer is able to make a better profit, as indicated by the open portion at the top of the columns.

Apparently the druggist is not afraid to ask for good prices, for his operating expense is about as high as any and his net profit is by far the best.

The grocer, as is to be expected, does his business at the lowest cost, and the hardware dealer can feel gratified in being next in order.

It's a common thing for the public to continually prod the

hardware dealer about his prices. A certain New England dealer has, therefore, collected facts of the kind given on page 32. When a customer accuses him of being a profiteer, or extravagant, he pulls out the figures and shows the customer

that most every other merchant keeps more of the consumer's dollar than the hardware dealer does.

It may pay you to keep this chart in a handy place, so you can pull it out on your customers, or display it in your store.

## In the Spring—it's screen doors

The Ford Hardware Company, of Washington C. H., Ohio, has always made big money by boost-

ing the sale of screen doors in the Spring. Each year this firm makes a play on screen doors.

The store, about the time flies are starting to bother people, displays in its show window screen doors of all kinds. Several doors are also placed in the store, hung and ready for use. These are demonstrated to prospective customers, together with the latest devices in door stops, latches and similar goods.

The display window is so attractive and so timely that people just naturally stop and look. Usually they enter the store to ask about doors and then are given an actual demonstration of the proper way to hang screen doors to keep

out flies and other insects, thus securing first-hand information

npany, and instruction of great value.

This plan has sold hundreds
boost- of screen doors for the Ohio

firm, and will be used again this year with more attention paid to the display, both window and store interior, than ever before.

A window featuring wire screening and netting was installed by Reynolds & Stebbens, Walton. New York. At the rear of a window a screen door placed on its side, as a background. In the center was a toy baby carriage containing a doll. Over the carriage, to keep the flies awav. netting had been placed. Nearby, poster issued by health authorities called attention to the fly-swatting campaign. A round of cheese and a dish of food. covered bv screening. were in the foreground

a garbage can was also shown, to emphasize the fly menace.





# Put your store on the map of the camper and tourist!

Now is the time for all good hardware men to come to the aid of vacationists

#### By Frank R. Whitney

THE United States is rapidly becoming a land of nomads. Good roads and the automobile have put the nation on wheels and outdoor camping is the great American sport.

When Winter's icy hands wrap one sector of the country in shivers, thousands of Northerners trail by auto for the Southland's warmth and sunshine, playing gypsy as they go. In one day, 1,500 cars, carrying 34

4,000 to 5,000 persons, have been counted entering Florida.

Then come the balmy winds of gentle Spring, with the key that unlocks the great outdoors to the gasoline tourist. The man with the hoe takes to his garden and the man with a car takes to the open road—and camping.

The camping enthusiast is a wonderful prospect for the hardware dealer. Whether he is planning an extensive trip or

merely a week-end excursion, he is out for a good time and willing to spend money. There are certain things which he wants and needs that the hardware man has to sell. It only remains to bring the two parties together.

May is none too early to plan for your share of business in camping outfits and supplies. Camping trips are not arranged on the spur of the moment, but are laid out a long time in ad-This means that the prospective camper is interested in supplies long before his vacation period arrives. with books, catalogs, paper, pencils and similar accessories, you will find him drawing up a schedule of needed supplies and setting down in black and white the details of his proposed trip.

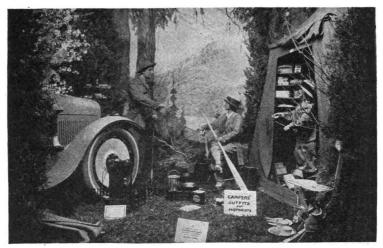
It's up to the hardware dealer, then, to acquaint the public early in the season with the fact that he is prepared to supply camper's needs, and to advertise his store as "headquarters" for this class of merchandise. The time to really get under the prospective camper's skin is when he is planning his trip and needs much information of the sort that hardware men can give.

Perhaps the outer has no itinerary plotted. Why not help him out by displaying maps which may lead to the sale of guide books? Once you have drawn your prospective customer into the store, you are in a splendid position to sell him the outfit he will need when he hits the trail. A merchant in a Middle Western State capitalized this possibility by turning a section of one counter into an information booth for the special convenience of tourists, motorists and campers.

Another advantage of getting to the camper early in the sea-



So great has become the popularity of touring that free, outdoor camps for motorists now dot the country from coast to coast. Every automobilist who plans a long trip or camping party needs supplies a hardware store sells



Tents, portable stoves, cooking utensils, are a few of the articles shown in this trim. The hardware dealer can combine and sell them in one unit as an outfit, or singly, item by item

son is that the time is then ideal to sell him, not one or two minor articles, but a complete outfit. Any merchant with a stock of goods such as campers require can assemble such an outfit and price it at a figure slightly less than the articles would cost if sold individually.

For the camper who plans to spend several months in the open there are any number of accessories which are essential to his peace and happiness. He usually is receptive to any suggestions which will make his trip the one big event of the year for himself and his family, and he is keenly interested in such articles as folding chairs and tables, collapsible pails and water bags, chains and ropes, axes and hatchets which come in handy for pitching camp and driving tent pegs. These are all good

items for the hardware man to push.

However, about the first thing the camper looks for is a tent or some form of shelter. There are any number of trick combinations on the market today which will make the camper feel at home; some of these are merely shelters, others supply several rooms and have a garage attachment, to boot. Then, too, there are sleeping bags, mattresses. waterproof heaters—all of which are possible items for the hardware man to sell.

It is important to remember that all equipment should be chosen with a view to compactness. There is never too much room about an automobile for storage purposes and every square inch of space is needed. Furthermore, all camp equip-

(CONTINUED ON PAGE 88)

# Get ready now to meet the million dollar hardware chain store

The time for the independent to entrench himself is now — before it is too late

This article tells you what some of the biggest hardware men think about the coming of the hardware chain store.

It tells you more about how the chain store, when it once comes, will affect

you.

This is the fourth of a series of articles on The Million Dollar Hardware Chain. You'll find some food for thought in this article.

A CERTAIN statement made in Good Hardware, recently, has caused a lot of comment. It has made many big hardware people talk. The statement was this: "Within the lifetime of the present business generation, some bright genius is going to make a million dollars by putting over the first really successful hardware chain store system."

In this, the fourth article of a series on the coming of the million dollar hardware chain store, Good Hardware reiterates that statement.

Now, of course, some of the "wiseacres" say a hardware chain isn't possible—but they have said that about every other new thing.

The hindsight of most men is better than their foresight. Most people do not recognize a danger until it is upon them, and it is too late for effective action. It was not until the mail-order house was making serious inroads into the hardware business that the causes and effects were seriously studied.

After the house-to-house canvasser's business had been steadily growing for a number of years and the practice thoroughly established, a lot of fuss was made about this "evil." After much hardware business has drifted into the variety and specialty shop, we begin inquiring as to how we can best keep the hardware business in the hardware store.

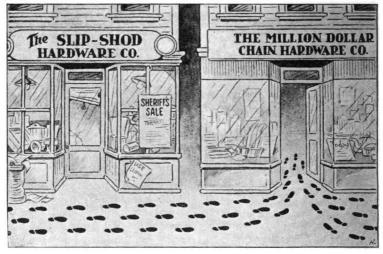
#### Acting too late

And so it is with many of the innovations of hardware distribution—we act too late.

To our knowledge, no one has ever before pointed out to the hardware trade the dangers of the hardware chain store.

No one has ever clearly defined the issue so that the independent merchant has some definite facts to think about in preparing to meet the coming chain store competition.

Good Hardware has been in-



EASY PICKING FOR THE CHAIN STORE

The independent dealer who is a poor merchandiser and whose store is slack and run down will find the million dollar hardware chain located beside him. The chain, with its modern methods and smart, trim appearance, will get the business

terested in painting a picture of the kind of a factor the hardware chain store is going to be to deal with.

With a thorough knowledge of chain stores, their methods, and their principles, the hardware dealer can do much in fortifying his position. He can take time by the forelock and prepare to meet this competition before it is too late. That has been the object of this series of articles in Good Hardware on the million dollar hardware chain.

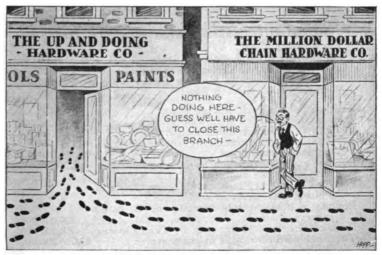
If you don't think that some of the biggest and ablest business men are interested in the future of the hardware chain store, listen to this:

Within the past 30 days, one firm has decided to open up a chain of eight hardware stores

in one city alone. It has already gone so far as to pick locations and order stock.

Now don't forget that when that genius comes along with the right system, Wall Street will be ready to back him. Chain store securities are now one of the most favored issues of Wall Street. No sooner had the first article on the probability of the hardware chain store made its appearance, when a man who is a considerable power in Wall Street, wrote Good HARDWARE: "Was very much interested in the article on the hardware chain. Be sure to send me the succeeding issues." Of course that is only a straw that shows nothing more than that Wall Street is interested.

But, as stated before, the chain store is talked about in



HARD SLEDDING FOR THE CHAIN STORE

The independent dealer who is a good merchandiser, whose store reflects his personality and who is alive to modern methods will make the going rough for the chain. People will pass the chain by for the independent dealer and the chain will lose money

every circle where big merchandise men are found. It applies to hardware men as well. There are many hardware men who would like to make that million dollars the fellow is going to make who puts the first successful chain over. We cannot begin to tell you, in this short article, of all the comments this magazine has received on the chain store.

One of the biggest hardware men in the East has written Good Hardware: "I am ready at any time to invest at least \$100,000 in chain stores with the right parties."

Another, a large operator in the West, says: "I have told everyone in our company that the first fellow with as much capital as I have can hook up with me and I will go to it. In my estimation the chain is the coming way of merchandising."

Now mind you, both these statements come from large hardware operators, given, of course, in confidence, to Good HARDWARE.

Another very large hardware man in the Central West, writes as follows:

"The writer, as well as other members of our organization, read with interest your February number regarding Hardware Chain Stores. We do not yet see why this plan would not be feasible for hardware stores, the same as it has been in other lines of business. furthermore, we agree with you that the regular hardware man, carrying on a regular hardware business, is in a position to compete with chains if he understands the hardware business and knows how to run the same.

## Some interesting chain store facts

Number of A. & P. Grocery Stores  Number of United Cigar Stores	10,000 2,500
Number of American Grocery Stores	1,300
Number of Woolworth Stores	1,300
Average volume each Kresge store	\$350,000
Average volume each J. C. Penny store	\$130,000
Average volume each Schulte cigar store	\$100,000
Average cost of operation by chain groceries.	•
wholesale and retail	20%
Average cost of operation by independent gro-	/0
cers, wholesale and retail	28%
Per cent. of grocery business done by chains in	20 /0
Philadelphia	50%
Pounds of potatoes sold annually by A. & P.	/0
grocery chain	300,000,000
Pairs of hosiery sold annually by Penny stores	18 000 000
Pairs of hosiery sold annually by Penny stores Total business now done in chain stores	k3 000 000 000
Described now done in chain stoles	<del>-</del>

We, ourselves, would be very sorry to have this chain store system come about. We are thinking, now, of the small retail hardware stores that chains may hurt, stores that are not capable of competing with them, and we trust that the day may be far distant when these chain stores are brought more prominently into existence."

Still another one of the largest hardware concerns in the Central West writes:

"Without a doubt, in the mind of the writer, we will see a chain of hardware stores, just the same as we see chains of groceries and many other lines of business; and we know that they have been successful in handling their business in this manner.

"While we realize that hardware chains have been tried out in various places and have proven a failure, this is not due to the fact that they were hardware chain stores—it was simply because the person or persons back of the proposition could not put it over. There will arise someone who will put forth a successful chain of hardware stores.

"One thing further we might say and that is this: that we have in our city a chain of banks which are operated from a central place of business and have branches in various quarters of the city. They have been in operation for possibly six or seven years and are very successful in their operations—much more so, we believe, than a bank located in the central portion of the city."

If Good Hardware can put over but one idea in this series of chain store articles, it will have accomplished its purpose, and that idea is this—the time for the independent merchant to entrench himself against the chain store is now—before it is too late.

As was pointed out in the last article, the way for the independent retailer to entrench himself is by good merchandising, and by strengthening his position where he is weak and where the chain is weak.

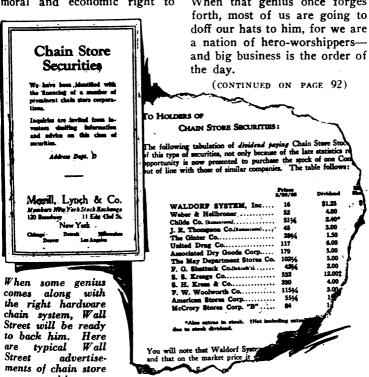
The chain's greatest single weakness is the personal equation and its lack of service. The independent retailer's greatest weakness is the lack of aggressive merchandising knowledge and methods. And don't forget the chain store magnates know this. Good merchants thrive in the midst of chain competition and it is the in-between fellow who gets trampled upon.

Now, when the chain stores come, it won't do us any good to whine or point our fingers at them in scorn. They have every moral and economic right to

exist side by side with the independent merchant. Business is based upon the system of competition and no doubt this system will prevail for a long while vet.

Can you blame a man, then, for wanting to make that million dollars by putting over the hardware chain? How would you like to make a million dollars? Most of us business men would find that kind of a job quite acceptable.

Don't blame a two-fisted business man for trying to put over a million dollar hardware chain. He isn't going to hold back because of sentimental reasons. When that genius once forges



securities

# Does national advertising add to the cost of an article?

The answer is that the big production needed to satisfy the demand created by advertising cuts costs all along the line

The general public has many false ideas about national advertising. A common impression is that advertising is expensive, that it raises the cost of an article to the ultimate consumer.

In a previous issue, GOOD HARDWARE published figures showing how most people overestimate the cost of advertising. The article below tells how advertising makes selling easier and often actually reduces the price of a commodity.

HERE probably is not a single subject in trade circles about which there is so much loose thinking and idle talk as there is about national advertising.

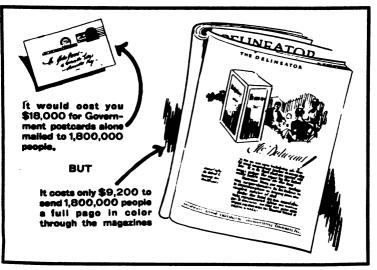
There are a lot of erroneous impressions circulating around about the cost of advertising and advertised products. A good many of them have been started by people who sell unadvertised merchandise. Some of the responsibility is also to be laid at the doors of manufacturers who spend a lot of money advertising and brag about it so much that they unconsciously give folks the wrong idea.

For instance, a woman learns that it costs \$9,200 for a full color page advertisement in The Delineator and The Designer, which reach 1,800,000 women every month, and that so-and-so spends \$1,000,000 a year in advertising, and so on. It sounds like a lot of money and it is quite natural that a woman or a business man, or almost anyone, would be quite impressed and jump to the conclusion that these enormous sums have to go into the cost of the merchandise.

Of course, most people don't realize that the cost of a color page in a popular magazine, for example, is a very small amount, compared with the total number of people who are reached by the advertisement. Then when you consider the increase in sales created by the advertising, and the relation between the cost of the advertising and the total business done by the manufacturer, the cost is really trifling.

#### A comparison

A simple way of grasping the cost of national advertising is to compare it with the cost of sending out postals. If the manufacturer should send out postals to the 1,800,000 subscribers of the magazines referred to above, postage alone would cost \$18,000.



#### COST OF ADVERTISING

It would not be considered extravagant for you to mail a postal to each of your customers, telling about some seasonable article. Yet the national advertiser can send out a message in full color page for one-half the cost of a postal.

When you take into consideration the number of people a manufacturer may reach, and the size of his business, his advertising expense may be lower on a percentage basis than that of many hardware stores.

Advertising may make his goods sell more easily—and cut down his selling expense. Advertising may even bring down the cost of his article, because of bigger sales which make possible larger production.

There have been a lot of false impressions circulating as to the real cost of national advertising.

And you know that a plain little post-card couldn't begin to have the effect of the beautiful, powerful advertisement in full, natural colors.

#### A true picture

When you compare the advertising expense with the total business done by a manufacturer the percentage is usually a good deal lower than what you yourself spend in your own business. When you bring the cost down to a single product, you get an actual and true picture of how little advertising really costs.

Let's take as an instance, a Hart, Schaffner & Marx suit and develop another thought.

Is the cost of advertising really an expense? Suppose you were selling Hart, Schaffner & Marx suits for \$50 and, for the sake of argument, let us say the company cuts out all advertising and reduces the price of suits by the amount represented by the advertising. A \$50 suit would now sell for \$49. How many people, do you think, would buy suits for \$49 who wouldn't buy them for \$50? Do you think business would in-

(CONTINUED ON PAGE 94)

# Cross-words that bring you money! Send your answer in today

\$25 in 12 prizes to be awarded in this month's new contest

So far, it's hats off to the ladies whose names figure so prominently among the winners in the March contest. The names of winners appear on page 78.

Someone is sure to win every time a puzzle contest appears in HARDWARE and chances are as good as the next one's. So lick a 2c stamp and address an envelope to Puzzle Editor. You might get surprised with a \$10 bill.

To the readers who send in correct solutions to the crossword puzzle, on the opposite page, and who accompany their solutions by the best single sentence on "What I like best about GOOD HARDWARE," we are offer-

> A first prize of \$10 A second prize of \$5 Ten prizes of \$1 each

The contest closes May 30, 1925, and in case of a tie, where two or more contestants send in correct answers, accompanied by the same winning sentence, the full amount of the prize shall be paid to each.

Simply fill in the correct words on the puzzle diagram, tear out the page and mail it to with your statement on "What I like best about Good HARDWARE."

If you don't wish to cut your copy of Good Hardware, just 44

make a rough copy of the diagram of the cross-word puzzle on another piece of paper and fill in the words on that. not copy the definitions.

This contest is open to all hardware merchants. clerks. jobbers' salesmen or members of their families. Address Good HARDWARE, 912 Broadway, New York City.

#### (Horizontal)

- 1. A manufacturer of stoves.\*
  4. Where money is made.

- 1. A manuacture of stores.

  4. Where money is made.

  8. A small insect.

  10. Captain of the Ark.

  12. One of the Gulf States (abbr.).

  13. Poetic form of "over."

  15. A journey.

  17. A beam of light.

  18. Frank.

  20. To revolve rapidly.

  22. What you can do with a shovel.

  24. Not out.

  26. Writing implement.

  27. Name of a stove polish.\*

  29. Middle Atlantic State (abbr.).

  30 First name of our War President.

  34. Character in "Uncle Tom's Cabin."

  35. Tool used by plumbers and electricians.
- so. 1001 used by plumbers an tricians.

  36. Covers bald heads.

  37. A combination of tools.

  38. A common seasoning.

  39. Famous Confederate general.

  40. Credit (abbr.).

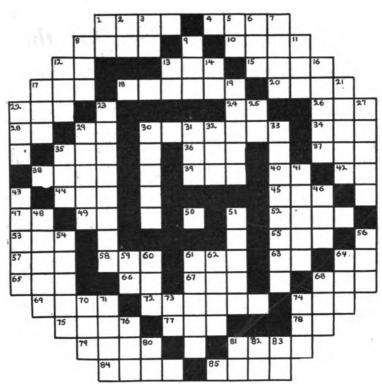
  42. Right (abbr.).

  44. Famous Naw Engled

- 44. Famous New England breakfast food.
- 45. A small barrel.
  47. Short for Alfred.
  49. Debtor (abbr.).
  50. Unknown quantity.
  52. Not strong.
  53. Short for kitten.
  55. Clinging visions.

- 33. Short for kitten.
  55. Clinging vine.
  57. The first woman.
  58. A title.
  61. Symbol used on radio equipment.\*
  63. In regard to (abbr.).
  64. Negative.

  - 64. Negative.65. To tear—a kind of saw.
- 66. In this, that or such a manner. 67. Same as No. 13. 68. Latin for king. 69. Plunge.



- 72. Product of Cordley & Hayes.\*
  74. To pull after.
  75. A raised platform.
  77. Often (contr.).
  78. Short for Edward.

- 79. Land measure.
  81. The highest point.
  84. Manufacturer of a clothes line reel.\*
- 85. On top of.

#### (Vertical)

- 1. Not off.
- A short laugh.
   Neuter pronoun.
- 5. Not out.
- Negative adverb.
- 7. Nickname for sailors; used on roofs (pl.). 8. Happy.
- 9. Piece of furniture.
- 11. Joint of the body.

- 12. A kind of screw.
  13. Same as No. 1.
  14. Abbreviation for the smallest State.
  16. Water flows through them.
  17. What Eve was made from.

- 19. Slow, solemn music.
  21. At no time.
  22. Familiar term for father.
  23. Butterick's dressmaking helps women.
- 25. Answer to the question, "Does the 'Delineator' carry mail-order advertising?"

- 27. Trim.
- 29. Good, as a bank clerk.
  30. Manufacturer of gaskets.

- 31. A wise bird.
  32. A tool used to cut pipe threads.
- 33. A manufacturer of wire.
- 35. A knock.
  41. To pass, as a rope through a hole.
  43. A former Secretary of War.
  46. Same as No. 8.
  48. Flushed, as with anger.

- 50. Unknown quantity. 51. To look steadily.
- 54. Lukewarm.
  56. Manufacturer of furnaces.\*
- 59. Part of the verb to be.
- 60. A fabulous bird. 61. Tops of houses.
- 62. An inhabitant of Ireland. 64. Not old
- 70. By way of.
  71. Definite adverb.
  73. To look over twice.
  74. What a golf ball is driven from.

- 76. Letters meaning standing room only.
- 80. For example. 81. There.
- 82. Company (abbr.)
  83. Member of Parliament (abbr.).

\* Advertised in this issue of Good Hardware.

# Monthly cash prizes for the best ideas from hardware men

GOOD HARDWARE pays \$2.00 in cash for each good idea about the hardware business which it publishes. Address THE IDEA EDITOR, GOOD HARDWARE.

## A convenient oilcloth sampler

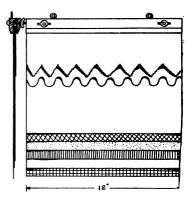
An oilcloth sampler, made by clamping two boards together with bolts, has served us for a long time.

As there are always new patterns coming in, the boards are loosened and a section of the

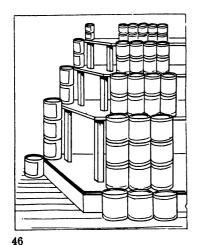
sample replaced.

This sampler attracts a lot of attention when left lying about on the counter or hung in a position where it can be seen easily.

—Leon Miller.



### Tables for a pyramid paint display



I believe the best paint displays ever shown in our store were those built around a tier of tables, as shown in the drawing.

We have used this idea on the floor with large tables and in the window with small tables.

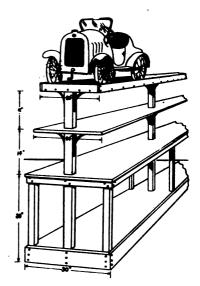
Only one row of cans is needed around the edge of each table, each row having enough tiers so the top can will be a little above the table back of it. A tier is also built from the floor around the lower table. This creates a massive pyramid effect.— J. Poe.

### This toy shelf saves wear and tear

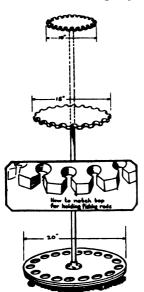
It used to be a job to keep the youngsters from wearing out velocipedes, coasters and toy automobiles before they were sold. That led us to add a toy shelf to the top of our display table.

You will see from the sketch that this merely requires an edge on the shelf to keep the toys from rolling off.

The height of the rack reaches that of the eye level of the mothers and fathers. The youngsters will see them anyway but can't get their hands on them to ride around the store.—West & Langdon.



### Rack for golf clubs or casting rods



When we want to display casting and bait rods we screw a 4' joint of ½" pipe into the flange of the base shown in the accompanying drawing and screw on the small pedestal top. Golf clubs are displayed with the larger top, using a 2½' joint of pipe.

The detailed illustration shows how to notch the top for fishing rods. The notches for the larger top are made by boring 1½" holes all around the edge, then sawing out the opening.

The base is made of two thicknesses of wood, the top layer being bored around the edge with 1½" holes. Casters make it easy to move this rack about.—H. ARTHUR.

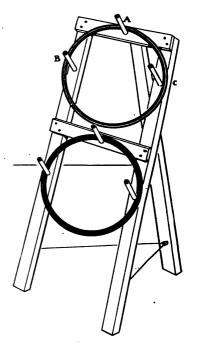
# How to handle 100 lbs. of wire

Here is the keenest way to handle 100 lb. rolls of smooth wire that I know of.

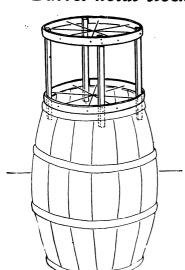
The uprights were made of 2"x4" pieces and the back and cross braces of 1"x4" pieces. These were planed down quite a bit so the job was smooth and looked neat after being painted.

Holes were bored through these boards and pieces of ½" pipe, 7" long, inserted as pegs to hold the wire rolls.

The pegs B and C are 18" apart and 9" below the peg A (see drawing opposite). This gives the correct spacing to hold 18" rolls of wire.—ELMER SNYDER.



### Barrel holds stock of repair handles



I submit a sketch (shown opposite) of a handy fixture that I use to take care of my stock of repair handles for long handle articles.

The construction is inexpensive as it consists merely of a barrel and a top fixture made with two hoops which are supported and held apart with several 1" wood strips. The lower hoop rests on the barrel and holds the top from slipping all the way into the barrel.

Wires are drawn across both the upper and the lower hoops so as to form divisions which hold the handles upright. In this manner I keep my repair handles together. —C. G. BETHEA.

# Some plain talk to hardware men on house-to-house canvassers

Any attempt to check the growth of the peddler system must be based on economic laws

At some of the hardware conventions this Winter, as well as in other trade circles, the subject of house-to-house canvassing has been discussed.

There have been all kinds of opinions expressed as to what is the best way of combating the house-to-house canvasser. Now that many dealers have had an opportunity of thinking on this problem it is a good thing to sit down and calmly face the cold facts. Facts in the case are what count, even though they may be distasteful.

This article discusses some of the underlying facts behind the growth of the canvasser and gives you a digest of the best opinions on the subject. The things in this article may not be the kind of things we would like to hear, but, as we have said, facts are what count.

N a prominent corner of Fifth Avenue, New York City, stands one of America's greatest department stores. This store occupies a whole city block and caters to the most exclusive trade of the East.

The store is so exclusive, in fact, that there is not even a

name on it, yet it is said that the proprietor started out some 50 years ago with a pack on his back—a house-to-house canvasser.

The country is full of big business men, manufacturers and retailers, who started their business career by house-tohouse canvassing—call it peddling if you like.

### An old business practice

When we talk, then, of curbing the house-to-house canvasser; when we talk of preventing his taking business from the retail store, we are tackling an old and deeply rooted business practice in this country. The canvasser system of distribution is deeply interwoven into our entire economic and social fabric. affecting almost every one of us. It is an economic problem of farreaching consequence that neither oratory nor claptrap will It must be worked out along sound economic lines.

According to some observers, more goods are being sold by the house-to-house canvasser than formerly. The business of the retail merchant in many respects is being cut into. What can be done about it? The subject is being discussed in trade circles.

It is a fine thing to have the attention of the hardware industry concentrated on the house-to-house canvasser. Discussion is a great thing. It develops ideas and helps clarify situations, especially as long as discussions are along sound, sane, economic lines and do not take on the aspects of a crusade. Those who have stirred up the situation are entitled to credit.

In order to get a little better view of the house-to-house canvasser—sometimes called peddler—let us go back into history.

We must not lose sight of the fact that business often travels in cycles.

Back in the early ages, the first merchant, in fact, was the peddler.

But with the growth of villages his business flourished, so

he fixed his place of trading and stopped his traveling from house to house. That was the beginning of the retail store. Then came the period of retail store development and the peddler pretty much disappeared. The retail store put him out of business.

No doubt, back in those days, the peddler made a big fuss over the "evils" of the retail system, for the peddler, in the early days, was the established order. We can even conceive the peddler wishing to pass laws preventing the growth of the retail store.

Nevertheless, the laws of economics prevailed, as they always do. The retailer won out in the struggle because he gave a service the public wanted. Since then, most of the distribu-

(CONTINUED ON PAGE 82)

### Linking the trim with the news



This dealer linked up his windows with current events by featuring a Girl Scout trim when a Girl Scout drive was in progress

Every time you can link up your store with some drive or movement in which the public is interested, you gain added publicity.

The window display shown on this page was featured during a Girl Scout drive in Cincinnati, Ohio.

Low steps were built and labeled "Nature," "Home" and "Health." Appropriate items related to these subjects were borrowed from neighbor-tradesmen and were shown on the respective steps. Finally, a life-sized mannikin, also borrowed, was dressed in a Girl Scout uniform and placed on the steps.

# Taking the customer's kick out of the paint brush business

One way is by telling the buyer how to care for and use the brush you sell

By A. C. Hunt

MEN who are careful about workmanship are as careful with their tools. They know quality work calls for tools kept in good condition; that new tools are no better than old tools well cared for.

Tools that are not cared for usually find their way back to the merchant in the rôle of central objects of complaint.

Successful merchants, whose concern it is to make a satisfied customer with every sale, always learn what an article is to be used for, so the correct size, style or quality can be supplied.

### Give full information

They then see to it that the purchaser is well equipped with information on how to use the article and care for it. This is especially true with paint and paint brushes.

A merchant who teaches brush care to a customer prevents the purchaser's possible dissatisfaction. That means something. Using the right brush and giving it proper care are as important as using the right paint for various surface and weather conditions.

Why is a paint brush the fa-

vorite goat of neglect? No reason.

Why do you merchants have paint and brush complaints? You needn't have complaints if you keep in mind the following "Painters' Ways."

### The thoughtful painter

Paint dries as hard on bristle as on flat surface. You never see the thoughtful painter leave his brush, when not in use, exposed to air. He keeps a wire hook to fit the 1/4-inch hole bored through the brush handle. When finished with any brush for a short while, he lavs a stick across the top of the paint pot, passes one end of the wire hook through the hole in the brush, and fastens the other end of the hook over the stick. Then the bristles are submerged in paint.

His care is to bore the hole, or adjust the length of the hook, so the bristles will not rest on the bottom of the pot. That would force the bristles to curl. Good workmanship is impossible with a curled brush.

In his shop, the careful painter has a brush-keeper containing oil, turpentine or water. Any deep, flat-bottom pan will do. The brushes that he will not use for a day or two are washed clean with turpentine or kerosene and submerged in the pan. By means of strings hanging from a cross piece over the pan, the brushes are suspended so the bristles will not touch the bottom. If he is especially anxious to prevent his brushes losing

When a brush is not to be used again for several weeks, or a longer time, it gets careful attention. Every trace of paint is washed out with kerosene. The bristles are left saturated with kerosene and wrapped in canvas. Then the brush is laid away, flat on a shelf. Oilcloth or paper, especially waxed paper, is good

### The proper care of paint brushes

- 1. Don't let paint dry on the bristles.

  When brush is temporarily not in use, keep bristles submerged in paint. Do not put water on a new brush,
- 2. Bristles should not curl at the end.

  Brush should be hung or suspended in paint pan so submerged bristles do not rest on the bottom.
- 3. Keep bristles clean.
  When brush is laid away for a day or two, paint should be washed out with turpentine or kerosene, and brush kept in oil, turpentine or water.
- 4. Brushes should be stored flat on a shelf.
  When storing brush for several weeks, wash bristles and wrap them in canvas, oilcloth or paper. Lay away flat on a shelf.
- 5. Always wash varnish brushes immediately after using. Then wrap the bristles to keep them clean.
- Use different brushes for different surfaces.
   You can't get good interior results from a brush used for
   outdoor work.
- 7. Have plenty of brushes for various colors.

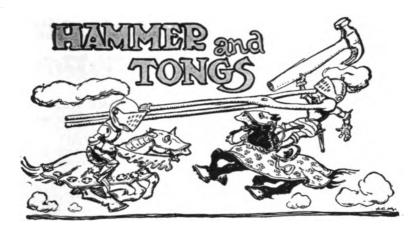
  Never use the same brush for paint and varnish.

their chisel edge, he will wrap the bristles in canvas.

That chisel edge on a brush is the evolution or the development of time and experience in brush making. It allows paint to be applied most evenly and most easily. To retain that edge is the better painter's hobby. To destroy it is his misfortune, and he knows it.

to wrap with if you have no canvas. Kerosene, because it does not evaporate quickly, is the best preserver of bristles, but the brush should be thoroughly washed with turpentine or gasoline before being used again. The slow evaporation of the kerosene might allow some of it to remain in the bristles and mix

(CONTINUED ON PAGE 98)



#### **CLOSE QUARTERS**

"That fellow must live in a very small flat!" "What makes you think that?"

"His dog wags its tail up and down instead of sideways."

### ANCHOR OVERBOARD

Man on Pier: Ah, they have just dropped their anchor!

Old Lady: Dear me! I was afraid they would. It's been dangling outside for some time!

### DESERVED THE JOB

Employer: What can you do, boy?

Boy: Anything, sir.

Employer: Can you wheel a barrow full of smoke?

Certainly, sir, if you Boy: will fill it.

#### SEASONAL

Traveling Man: Do you have hot and cold water in this room?
Bell-hop: Yes; hot in the Summer, cold in the Winter.

#### SIMPLE

"Ever heard this one?" asked the traveling salesman of the group in the hardware store. "A dog was tied to a rope about 14 feet long. Twenty feet away was a fat, juicy bone. How did

the dog get to the bone?"
"Oh, that's old," answered a clerk. "You want one of us to say 'I give uo,' and then you'll say, 'That's what the dog did.'"
"No, you're wrong, for the dog got the bone."
"Well, how did he get it?"

"The other end of the rope wasn't tied.'

#### COULDN'T KEEP SOBER

"Lost your job as a caddie?" one boy asked another.

"Yes. I could do the work all right, but I couldn't learn not to laugh."

#### GETTING AN OAR IN

Teacher: Now, Bennie, can you tell me what an island is? Little Bennie: Yes, ma'am. An island is a place you can't leave without a boat.

Every retail hardware salesman should read what Senator Sharp says in this issue. See page 28.

#### THE EMPLOYEE COMPLEX

Williams: How did Harper happen to lose control of his car at the railroad crossing?

Hunt: He's the kind of a man who always drops everything when the whistle blows.

#### HOOKED IT

Minister: So you saw some boys fishing on the Sabbath. Did you try to discourage them?
Small Boy: Yes, sir; I stole

their bait.

### WATCHING THE MOON

"I can't understand why you stayed outside so long with such a wonderful dancer as Ralph."

"But he showed me some new steps and we sat on them."

#### AN EVEN START

The owner of the store was trying to give the new boy a little fatherly advice.

"Why, young man, I even started out in life as a barefoot

Well, I wasn't born with shoes on myself, sir," replied the voungster.

### IN THE HOME NEST

"Mary, can you tell me why I am like a hen?"

"No, dear. Why is it?"
"Because I seldom find anything where I laid it yesterday."

### ON THE JUMP

Parker: Does he lead an active life?

Millbank: Very active. The debt collectors keep him on the jump.

WHATD'YA MEAN,"LADY"? Johnson: What's wrong with the barber these days?

Hanson: He doesn't get a chance to talk since he has lady customers.



Grandpa (who has absent-mindedly put on his ear muffs): Well, Willie, I guess we'll have to get one of those loud speakers. can't hear a thing with these ear phones, any more.

# What the Trirdyn gets where its hotter than Summer!



Crosley Trirdyn—on the Sahara Desert at mid-day—brings in Radio-Paris on the loud-speaker!

Not only at mid-day, but in February — in Northern Africa and far hotter than any American summer.

The picture above, a post card snap shot sent from Tunis to Mr. Crosley, by D. F. Keith of Toronto, Ont., tells this story on the other side:—

Tunis, North Africa, March 3, 1925

Dear Mr. Crosley:

Fishing here is rotten but radio is fine. On the Sahara, using three tubes on the Trirdyn circuit, reception from Paris came through on the loud-speaker. Along the south coast of the Mediterranean, using this set, six or eight high power European stations came in with good volume by day-light and all of them after dark. Can usually get a few American after la. m. Can you fish with us this year? Cordially, (Signed) D. F. Keith

Further details on the margins of the picture:— Sahara Desert, 250 miles south of Algiers, February, 1925. Receiving noon-day concert from "Radio-Paris", Paris, using aerial and counterpoise.

Dealers who are interested in summer sales will order Crosleys at once from their jobbers.

On the Trirdyn is the beautiful new Crosley Musicone, radio's most startling development. The Musicone's abilities and its beauty are so superior that we expect it to replace half a million loud-speakers this year, \$17.50.

The Crosley Radio Corporation 548 Sassafras St., Cincinnati Powel Crosley, Jr., President

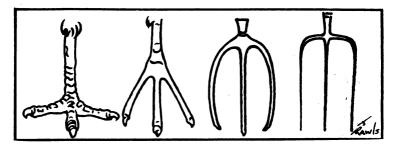
RADIO

RADIO

Better~Costs Less

To answer an advertisement, tear out page and pin to letterhead

#### EVOLUTION OF A HAY FORK



#### BEFORE AND AFTER

"Now, then," roared the boss to the store-boy, "you will be on hand at 7 o'clock tomorrow morning. And when I say 7 o'clock I don't mean five minutes after. I mean five minutes before.

### LIKE MINDS

Lady: Shame on you, child, for smoking in this restaurant. Honestly, I'd just as soon get drunk as to smoke.
Flapper: Well, who wouldn't?

### TALE OF A TAIL

Hardware Dealer: How d'ye come by that black eye, Si?
Farmer: That old brindle

cow had a way o' flickin' her tail in my face, so I tied a brick on to it.

#### A MODEL HUSBAND

"Yes, he's a perfect husband. Why, he even sandpapers the firewood to save her from get-ting splinters in her hands!"

#### NUMBER, PLEASE

How would you classify a telephone girl? Is hers a business or a profession?

B.: Neither. It's a calling.

### WHY CARS LEAVE HOME

"That car of the Johnsons does a lot of work. Mabel Johnson, her brothers, and the old man all take a hand at driving

"Who has it most of the time?"

"The garage man."

### SOME NERVE!

He (ardently): Have you never met a man whose touch seemed to thrill every fibre of your being?

She: Oh, yes, once—a dentist.

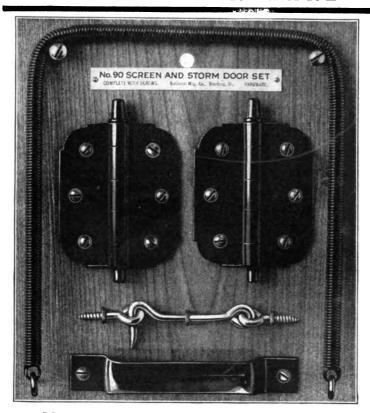
#### THESE DAYS

Man (to barber): Don't cut my hair too short-people will take me for my wife!

### \$2 for jokes

Turn to the "Vices of 1925" on pages 26 and 27. If you can think of some clever situation, pun or smart saying relating to hardware stores. GOOD HARDWARE will pay you \$2 for each one accepted for "The Vices." We don't want jokes of the type used in "Hammer and Tongs" -study "The Vices" and you will see what we are after. No manuscripts intended for "Vices" will be returned. Address The Vices Department, GOOD HARDWARE, 912 Broadway, New York, N. Y.

### BUILDERS' HARDWARE



### No. 90 Screen and Storm Door Set

This high quality, reasonably priced screen door set is a general favorite throughout the country. The hinges are of steel 3 x 2½ inches in size and LOOSE PIN, so that it is unnecessary to take out screws when removing door. An offset hinge can be obtained by removing pin and reversing one leaf. No. 90 is an excellent all-year-round seller with a very attractive margin of profit. As a sales help, a sample set mounted as shown above will be sent upon request.

Send for catalog No. 19, giving full information on the complete NATION-AL line.

65.0

# Natienal

The National Mfg. Co.'s policy of selling only direct to the dealer means better quality and hetter prices.

### NATIONAL MANUFACTURING COMPANY STERLING, ILLINOIS

To answer an advertisement, tear out page and pin to letterhead





### The men who make G. H. covers

James Calvert Smith, whose picture appears in the upper left hand corner of this page, painted \$\frac{2}{3}\$this month's Good Hardware cover.

He is well-known to readers of *The Saturday Evening Post*, *Life* and other magazines in which his work appears frequently. Mr. Smith writes the following brief and amusing autobiography:

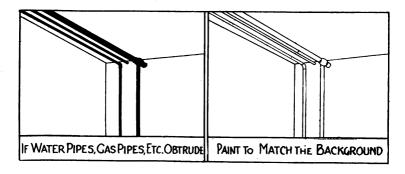
### A Southerner

"I was born at the time Flagler gave birth to the idea of serving grapefruit to begin breakfast at his Ponce de Leon hotel, at St. Augustine, Florida. Micanopy, the next oldest town in Florida, did not have birth certificates at that time, so I have no proof I was born there—but I was.

"I never used a telephone 'til I was made Assistant Switch Board Engineer of the Long Island, New York, Division of the Telephone Company. After three years of drawing a salary, I decided I would like to draw other things, so I began contributing to Life, The Saturday Evening Post and various other magazines and advertising companies.

"Six months of the year I hear the Housatonic river flow by my studio in Connecticut. The other six months I try not to listen to the taxicabs flowing by my studio in New York City."

### A thing or two to think about



### This Summer's Gas



Post Sentry C-7

Somebody is going to sell your customers gas this summer. Every tourist who goes by your store needs gas, too. When he stops for gas, sell him your regular lines.

You might as well have those profits—probably pay for a Bowser pump like this the first year.

Oil, too—and there's big morey in oil.

We can tell you how—been showing merchants how to make money with curb pumps for twenty years. Glad to do it—our book "How to Sell More Gas and Oil" is free—write today and be ready for summer!



This booklet is FREE. It tells how to maintain sales volume in dull summer months, by selling gas and oil.

Address Department 54

S.F. Bowser & Company, Inc.

ORT WAYNE, INDIANA.

Sales and Service Offices and Representatives Everywhere

### The history and origin of tools

There is a world of satisfaction in selling a fine tool to be used in the exercise of any The development in refining metal and modern manufacturing equipment have done much to perfect tools. Basic designs, however, have remained unchanged for ages.



Here are some interesting examples of this fact: The chisels at the left are of base metal. They Egyptian, 3000 B.C.

Tang and socket chisels, shown on the right, originated in Italy and were made of bronze, about 900





It is hard to tell whether this pounder. fashioned from the limb of a tree, was used as a grain masher or a mallet.

tomb in a Thebes, which dates about 550 B.C., however, we have a perfect wooden mallet that differs very little from those used now.



The hammer head dates 100 B.C. and comes from Italy.



Although similar to our carpenter's hammer of today, it was probably used by the old Roman farriers.



These tools, of wood, came from the tomb of an Egyptian architect, Semnehem.

1700 B.C. date about plumb-bob is cut and polished limestone, with weight accurate-

ly centered.

Boring holes was done with a sharp pointed stick or stone rotated with the string of the original weapon—the bow.

The first drill or twist edge scoop made from mild steel was found in circum-Thebes under stances that determine its origin as 670 B.C.



The brace used in sinking a boring tool does not appear prior to 1523 A.D. This one was found in Naples. The shank of all bits had to be the same size to fit it.

Planes, however, were highly developed in Italy by 50 A.D. one shown here made of wood and covered with iron. The cutter was of mild steel, and

the wedge, to hold it in place, made of wood.



### Senator Sam Sharp gives his boys a new vision

(CONTINUED FROM PAGE 30)

the bank and not in the hardware store.

"Boys, you don't have to blush about or be ashamed of your work in a hardware store. There is nothing to be ashamed of, although, to tell you the truth. I had the same notion when I first started to sweep out old man Dilling's store.

"My natural choice for a life work had been to fight Indians or to run a street car, but I couldn't make my father see it. Either he thought my blood-thirsty nature would wipe out the Red Men in a few months and leave me without a job, or else he had no romantic blood in his yeins.

### The decision

"Finally the matter boiled down to the choice between a grocery store and a hardware store. Dry goods was out of the question. The ribbon counter did not appeal to me.

"For a while I was tempted to enter the grocery field, but somehow the work did not strike me right. I could not define it, but, as I look back now, I believe it was the substantial nature of the hardware business which helped me decide.

"Boys, there is something about the hardware business which makes us think big and feel big. We are not always able to express it; we simply feel it. We are in daily contact with builders, with men who

create; we cater, first of all, to people who make things.

"To me the hardware business always has appealed from this creative side. I felt myself working with the man who builds houses and stretches a railroad across the continent: with the farmer who plows and grows wheat; with the mechanic who turns the lathe—always with the man who builds.

"Then I found the hardware business to be a romantic business. When I stood before a pile of farm implements, I regarded with awe the genius of the man who helped give us more bread and lighten the burden of our work. When I sold a woman a spade and a sprinkling-can I could see a beautiful garden before me and the flow-. ers and the happiness which they create. When carpenter a bought a saw and a hammer, I could see a house going up and a home being made ready for a voung couple starting out to do their share to make this world better.

### Saw dark side at first

"I am frank to tell you that it took me a long time to get this viewpoint. As may be the case with some of you young fellows in the store, I could see nothing romantic in my work. When we unloaded a carload of plows, I saw only the blisters on my hands and the bruises on my fingers. When we rolled a lot of nails into the warehouse, I felt only the little streams of perspiration running into my eyes and I looked longingly over to the First National where El-

mer sat on his high stool and took care to see that his white collar did not wilt. I hated him and I hated the fate which had thrown me in with rusty iron and clumsy tools. I laid awake nights figuring out how I could beat this game and make a graceful escape.

"The world hasn't changed very much since I took a pay envelope from my boss and I know that some of you feel exactly as I did when I was young. Most of us hate our work and pity our fate. If so, we are drudges; we are like the first two fellows in this story which I read some time ago:

"Three men were working on a rock pile when a traveler passed.

"'What are you doing?' he asked the first man.

"'Breaking stones,' was the reply.

"'What are you doing?' he asked the second man.

"'Making a living,' said the

"'What are you doing?' he asked the third man.

"'Helping to build that cathedral over there,' the answer came.

"That's the way it is with hardware—you are always helping to build something magnificent.

### The higher viewpoint

"Yes, you can either roll kegs of nails and work for three meals per day, or you can do your little share to make this world a better place to live in.

"The hardware business is a substantial business and its merchants are substantial citizens. The very work which we are doing day after day makes us better fit for the struggles of life. When we run up against a difficult job, it strengthens our characters. The bigness of our business makes us bigger men. There are no sissies or weaklings in the hardware business; if they happen to drift in, they soon fail by the wayside. Our work demands the strength of a man and it builds men.

"Far be it from me to deride our friends, the grocers and haberdashers. They have their place in this world and they fill it well. There are strong men amongst them and men of the highest character. I respect them and honor them. But their work would not suit me; it does not seem substantial enough to me.

### Learned to love it

"Why should I burden my spirit with the petty things of my profession? Why should I look upon the few disagreeable things which come up in a day's work? Why should I wail and whine over a few bruises or a few cracked finger nails when I can let my imagination work and put myself into the midst of builders and workers?

"I love the hardware business but I had to learn to love it first. I had first to realize the standing which it gave me among my fellow citizens; the strength which it developed in my character and the chances which it opened before me in life.

"I had wanted to be a man like Old Man Dilling; I instinctively felt the power which he



# Easy payment plan for painting will increase your sales

Eagle dealers are finding profit steadily in our new dealer help plan. Ask about it.

about it.

NOW that home-owners can buy the painting of their homes on easy payments, the business of painting contractors and dealers will be increased. Owners who postponed painting for want of ready funds can now take ten months to pay.

The Paint-Now-and-Pay-in-Ten-Months Plan, endorsed by the paint and varnish industry, is based upon the credit facilities of sound finance corporations. The painter is paid promptly, and pays you promptly. His increased contracts increase your sales.

The plan enables owners and painters to specify Eagle Pure Old Dutch Process White Lead in Oil, the white lead good painters have used since 1843. Write for full information.

The EAGLE-PICHER LEAD COMPANY 865-E • 208 South La Salle Street • CHICAGO

### EAGLE White Lead

PURE OLD DUTCH PROCESS

To answer an advertisement, tear out page and pin to letterhead

wielded and the respect which he commanded from his neighhors.

"This made me start to save a little money so that some day I might have a business of my own. Ambition led me on. Long after I had my store it gave me the desire to enlarge it and add new lines. It gave me the courage to strike out for leadership, to become the biggest hardware dealer in the ccuntry. It is still a spur for me, for I still expect to grow.

"Forget your petty troubles, you young fellows! Stop pitying yourselves and start to work in earnest. Look upon the few disagreeable things in your daily grind as the stepping stone to something bigger and better—to a business of your own.

"Do you think your friend across the street who drives the grocer's delivery wagon has no troubles? Do you envy the white-collared clerk at the bank? Do you think it is pleasant to stoop over a row of figures day after day and balance endless accounts?

### The goal

"You at least have this prospect ahead of you: Some day you may have a hardware business of your own, while it is very doubtful if every bank clerk of today may have a bank of his own ever. Don't break your neck trying to steal a few thistles from the other fellow's pastures while you trample a lot of good clover in the ground on your own side of the fence."

When the Senator ended his talk, there was silence in the

room. The younger salesmen, the delivery man, the department managers and their wives all sat in awe. There was something unusually magnetic in the speech of Senator Sharp.

"Well, here I am, boys, making a speech. I didn't expect to make a speech, but you see when one gets into politics and spends the Winter at the Capital, he just can't help making speeches."

"Go on! Go on!" came cries from the tables.

"No," said the Senator, "I'd much rather spend the rest of the evening just chatting with you boys."

### Admiration for the Senator

The cigars were passed again. The conversation drifted into reminiscences. Each one became just a little better acquainted with the other fellow.

The young clerks sat absorbed in admiration for the Senator. They talked and talked until the hour grew late and when, at last, the time for "good-nights" came, more than one young fellow went off home, thanking his lucky stars that he was in the hardware business and working for Senator Sharp.

### Average wages

The average weekly earnings of those employed in the United States are estimated as follows:

Men, skilled—\$30.12.

Men, unskilled-\$23.70.

Women, \$17.41.

The average for all wage earners is a total of \$26.89.

### Discovered! A way to stop losses on guarantees

(CONTINUED FROM PAGE 13)

leave the customer a leg to stand on in demand for immediate action.

You will find reproductions of the guarantee slips used by the Gross store accompanying this article. The carefully worded conditions of each guarantee cover the situation thoroughly. They leave no loop holes through which the customer can slip in unjustified or unreasonable complaints.

### Protection for customers

The Gross store has been very successful in the use of these guarantee slips. The plan helps make sales, as customers feel that the guarantee is written for their protection. The plan also keeps the sale made, for it has been found that merchandise replacement losses to the Gross Hardware Company have been practically eliminated since these slips have been in use.

# Flowers—an asset to store's appearance

Flowers—or green things growing—brighten up a store.

A vase in a corner or on a counter—a few colored Spring flowers or pussy-willows over a cashier's grill—these give an impression of freshness and newness not to be under-valued.

Have you any growing plants in your store?



XXth CENTURY WATER COOLER sales climb with the thermometer. That means the most profitable selling season is starting right now!

If you will just send in a trial order for three coolers, one to display in the window, another for near the door and a third to be set close to the cash register, they'll be at three strategic points, sure to focus attention, and that means S A L E S.

Send in the coupon below for our NEW BOOK, "HOT WEATHER PROFITS."

### COOLERS

CORDLEY & HAYES

46 Leonard Street
New York City

CORDLEY & HAYES, 46 Leonard Street, New York City.

Please send me your NEW BOOK, "HOT WEATHER PROFITS," and also full details about this special trial order.

Name....

City ......State......

Jobber

### \$500 or \$5000?





# Some dealers do 10 times the WEED CHAIN business of others

Investigation of dealer sales on WEED Chains shows it's mostly a matter of letting people know you carry WEEDS. Of course dealers sell WEEDS who never display them—but the dealer who keeps WEEDS under the counter is missing a big percentage of his possible WEED Chain profits. Your jobber's salesman will see that you get effective WEED displays for windows and counters. Don't forget to ask him next time he calls.



### AMERICAN CHAIN COMPANY,

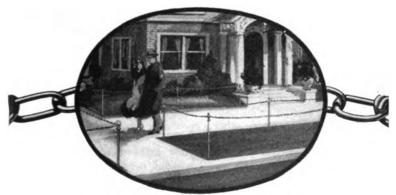
In Canada: DOMINION CHAIN COMPANY,
District Sales Offices: New York Philadelphia
Largest Manufacturers of Welded

### Develop Chain Sales for a

To answer an advertisement, tear out page and pin to letterhead

 $\mathsf{Digitized}\,\mathsf{by}\,Google$ 





### Welded and Weldless Chain for Barriers

### How to increase your Chain Profit

CHAIN is the most beautiful, practical and economical barrier for small grass plots, along sidewalks, for theatre railings, office railings, etc.

There's business in barrier chain all over your city. Whenever you see makeshift barriers suggest chain for permanence.

This is but one of scores of suggestions you can make to customers on the use of chain. Whenever chain does the job better -sell chain. You'll build up a profitable chain department by doing this. Ask your jobber's salesman to show you the Acco Line.

### Check Your Chain Stock Against This List

#### Miscellaneous Chain

Sash Chain Porch Swing Chains Cow Ties Dog Leads Kennel Chains Wagon Chains Log or Binding Chains

Lap Links Repair Links Passing Link Chain

#### Harness Chains

Butt Chains Trace Chains Heel Chains Breast Chains Halter Chains Breast Chains

#### Harness Hardware

Rings Squares Loops Dees
Clip Cockeyes Hame Clips
Cockeye Toggles Bits Concord Toggles Squares Loops De

### Incorporated, BRIDGEPORT, CONN.

LIMITED, Niagara Falls, Ontario

Boston Chicago Pittsburgh San Francisco

and Weldless Chain for All Purposes



### Bigger Hardware Business

To answer an advertisement, tear out page and pin to letterhead

Digitized by Google

### This campaign sold oil stoves

The season when it is good business to push oil stoves is at hand. One firm in Saginaw, Michigan, conducted an effective oil stove campaign by capitalizing on the warm weather, window displays, demonstrations, a free trial offer, credit, delivery and other factors.

First of all, the campaign was timely. It was launched at the beginning of the warm weather, when housewives were beginning to notice the heat from their ranges and stoves burning wood and coal.

Second, the campaign was of wide appeal. It was directed not only to the people of Saginaw and its suburbs but residents of the Summer resorts and the cottage owners living in the surrounding villages.

"This sale is of particular importance to residents of Summer resorts and to cottage owners," read one of the company's advertisements. "If you use an oil stove in Linwood Point Lookout, Beach. Port, Higgins' Lake or Houghton Lake, or other Summer resorts, don't fail to see a demonstration of this remarkable stove." All resorters, of course. are possible customers, for they all use either an oil or gasoline stove.

### Home demonstrations

Third, the demonstrations which the store conducted were on an unusually extensive scale. Baking demonstrations were

given daily in the display windows of the store and home demonstrations were offered. "We will bring a stove to your home, set it up in your kitchen and cook an entire meal on it," offered the company. "See for yourself how efficient it is. how perfectly it does any kind of cooking, how simple it is operate. Once you see it work vou will never willingly without it. Don't miss this opfree portunity for a demonstration."

### Special inducements

Fourth, special inducements were made to stimulate buying. "During this sale, and only while they last, we will include a five-gallon can filled with oil with every purchase of a stove," was the offer. Liberal credit terms were arranged for those who desired credit and finally the company offered a "prompt, courteous delivery anywhere in the city and suburban districts."

### Knowing a fellow

When you get to know a fellow Know his every mood and whim

You begin to find the texture Of the splendid side of him. You begin to understand him And you cease to scoff and

For with understanding always Prejudices disappear.

You begin to find his virtues
And his faults you cease to tell
For you seldom hate a fellow
When you know him very well.

—From "The Tin Lantern," published
by Bradley & Bauer, Blue Mound, Ill.



### BIG ADVERTISING CAMPAIGN STARTING Stock up and display your Aladdins

Don't let anybody tell you his jar—simply because it's green in direct imitation of an Aladdin—is "just like" or "as good as" or "better than" the Aladdin. They may copy the color, but they don't duplicate the quality—it's the old story of imitations.

119 patent claims were recently allowed on

Aladdins—the original and largest selling large thermal jars, and the only jars really advertised. Concentrate on the geouine—there'll be a big call for Aladdins this year.

Aladdin Industries, Inc.
Dept. A Chicago





### For All And Our

Here is a featu talking point; is something sl evenly heated,

### The Summit a Quick Ove for Pe

The Summit Patented Syphor Summit Syphon ranges, as shon the same principle as a syfire box directly into the overheat in constant circulation—top and bottom. Furthermore (heat that usually goes to wheated oven ready for baking sary to heat an ordinary rang You cannot fail to interest evmit coal and combination coa patented Syphon Flue. This by us, and cannot be attached

### Increase Your Se

In Summit Syphon Ranges y thing new, something with result support of this big Founthrough national and local as selling helps. It will pay you mation about our Syphon ranges in your town and reap

This illustrates the Syphon Flue attachment, the arrows indicating how the heat is drawn into the oven by the patented flue, and kept in constant circulation.

**SUMMIT FOUNDRY** 

To answer an advertisement, tear out page and pin to letterhead

# mit Coal Burning Ranges nmit K Combination Ranges

YPHON FLUE—that gives you a strong and convincing sture that will at once interest every woman, because it en looking for to overcome the great annoyance of an un-

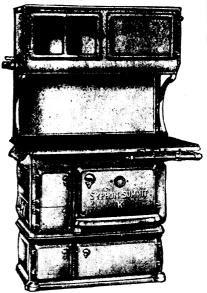
### on Flue Assures venly Heated Baking

attached to the fire box in lustration on left. It acts wing more heat from the the same time keeping the ing an evenly heated oven, ing the heat into the oven e chimney), it provides a half the usual time neces-

bf a kitchen stove in Sumranges equipped with the ade, owned and controlled makes of ranges.

### Ind Your Profits

something different, someo talk about. You have the siping you to make sales— , demonstrations and other or our plan, and full inforntroduce this great line of ts. Write us now.



Summit "K" Combination ranges are made with cabinet and leg base. Regulation size, and a popular Junior model for small kitchens. Wilcolator and gas water heater equipment. Four colors porcelain enamel—Pearl Gray, Turquoise Blue, Brown and

DMPANY, GENEVA.I

### March puzzle contest winners

#### The \$10 Winner

"The magazine that will make a salesman out of a clerk."—Gertie Smith, c/o J. B. March, Nocona, Texas.

### The \$5 Winner

"The book just fits your pocket; its ideas fit your business."—Mrs. Joe Blair, Blair & Sons, Lyons, Kansas.

### The \$1 Winners

"We get a kick out of this little Butterick."—Allen Hahn, Hahn & Deman, Sank City, Wis.

"It helps take the 'Hard' out of Hardware."-D. E. Carter, Nor-

ton Hdwe. Co., Norton, Va.

"GOOD HARDWARE, the smallest but largest in demand."—Edw. F. Schulte, E. F. Schulte Hdwe. Co., 3616 N. Grand Blvd., St. Louis, Mo.

"The only magazine we would miss."-E. J. Gates, John B.

Varick Co., 809 Elm St., Manchester, N. H.

"In its pages the wealth of hardware sages."—Mrs. Bert S. Parsons, Townley Metal & Hdwe. Co., 739 S. National, Fort Scott, Kans.

"The trade magazine enjoyed by women as well as men."-

by women as well as men."—
Mrs. A. J. Clark, Bigelow &
Dowse Co., Boston, Mass.

"A few words and a deluge of sense."—Florence K. Redmon, The Daugherty Lbr. Co., Hodgenville, Ky.

"A pocketbook every hardware dealer carries, Good HARD-WARE."—John R. Allen, Williams-Allen Hdwe. Co., White Pine, Tenn.

"A pocket publication of profit pointers."—Forrest L. Bradford, Bradford Hdwe. & Impt. Co., 521 N. Washington St., Marion, Ind.

"Makes one 'Tingle' dead or alive."—T. B. Coiner, Coiner Hdwe. Co., Waynesboro, Va.



Answer to the March puzzle

### A handy stand for free literature

If one of your clerks should be gifted with a knowledge of carpentry, have him build for your counter a three-sided rack for holding advertising matter given to you by jobbers or manufacturers.

Neatly painted, and bearing a notice, "Help Yourself," such stand creates an interest in the advertised goods you carry.

### They've found a better way



### A Way That Heats the Whole House Instead of a Single Room

They've found the Sunbeam Cabinet Heater. What they think of this wonderful, new heating device is shown in the quotations running across the top of these two pages—quotations taken from enthusiastic letters that are being received daily.

Surely this is evidence of profitable sales—evidence of the fact that this new Sunbeam product, through its ability to heat the whole house, instead of a single room, at a fraction of former fuel cost, SELLS ITSELF.

Count up the homes in your town—nearly half are prospects for you. Then estimate the number of homes on the farms—80 per cent at least represent sales opportunities. Think of the possibilities for profitable business!

With the Sunbeam Cabinet Heater—the heater that has "qualified" 100 per cent wherever it has been used, and with the Sunbeam selling and advertising plans that are making good for Sunbeam Dealers everywhere, you can capture a big share of this business. Let us tell you how other dealers are doing it—how you can do it! Use the coupon today.

THE FOX FURNACE COMPANY ELYRIA, OHIO



EQUIPMENT IN THE WORLD

Get This Greatest of All Selling Plan

#### THE FOX FURNACE COMPANY Elyria, Ohio

I would be interested in having complete information regarding the Sunbeam Cabinet Heater and your new methods of merchandising it in this locality.

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### Some plain talk on houseto-house canvassers

(CONTINUED FROM PAGE 50)

tion has been done through retail channels.

But the retailer did not put all of the peddlers out of business.

At present, the business of the house-to-house canvasser is growing. Quite naturally, this takes business away from the retail and jobbing trade. The retail trade can well afford to take heed.

There is only one basis for the solution of this problem—namely, the laws of economics. There is nothing that you or all the hardware fraternity can do to remedy the situation unless what you do is hard business sense and sound economic law.

The system that serves the public as it wants to be served will win out. The solution, then, of the house-to-house canvasser situation rests in the discovery of economic laws governing it.

Why is he flourishing? Does he conduct his business by unfair methods? Does he violate any of our traditions? Is the peddler performing an economic function as well as the retailer?

If not, expose his methods and his uneconomic practices and the peddler system will fall like a house of cards. That's the only sound way to attack him.

Just as long as the canvasser delivers goods, taking service into consideration, at a cost comparable to the retailer's cost—just as long as the public supports the canvasser, he is going

to be with us, you may be sure.

Talk of passing laws to prevent his activities is sheer folly. If there is one thing that this country is fed up on, it is the tendency of every little gang with a pain in its side, to run to Washington or the State legislature, trying to pass a law, when all that is necessary is a little home treatment.

For whose good are laws passed? The public's good—and only the public's. How many laws are on the statute books for the sole purpose of keeping the retailers in business? Not many—and neither will there be.

### Must face facts

No one has the interest of the retailer closer at heart than Good Hardware. No one would like to see the peddler knocked into a cocked hat more than Good Hardware, yet facts are facts. In spite of our zeal in this direction, we must, nevertheless, refrain from supporting any measures that, in effect, interfere with the working out of economic laws.

The long and the short of the peddler proposition is just this: If the retailer can distribute goods at a cost as low or lower than the peddler's cost, he doesn't need to worry.

If he cannot compete with the peddler on the basis of service and cost, he had better look for methods to improve his efficiency. He had better strive to make himself a better merchant than the peddler. He had better change his policies, if need be, to meet these changing condi-

(CONTINUED ON PAGE 86)

# can profit by these facts

It promotes your business by sending its readers to you—to buy.

It helps you, and safeguards both you and your customers, by guaranteeing the reliability of its advertisers. [Goods advertised in The Delineator must be as represented or money will be refunded.]

4

Delineator readers are your best customers. They come to you to buy.

Delineator advertisers are guaranteed reliable. Their goods will give satisfaction.

It will pay you to stock and push goods advertised in The Delineator.

### THE DELINEATOR

FOUNDER OF BETTER HOMES IN AMERICA
Butterick Building, New York



### • Profit by Selling- • Oakes Chick Supplies.

Every fountain. feeder and fixture needed to raise chicks successfully is to be found in the Oakes line. For example, note above our Automatic Fountain perfectly Feeder—a sanitary, automatic device for water, grain, grit, etc.; fits half-gallon, quart or pint Mason jar. Below is illustrated one of our Chick Feed Troughs; it provides a convenient, sanitary method of growing feeding chicks: gable-shaped grate prevents wasting or fouling of feed.



YOU can sell these and other Oakes Quality Poultry Supplies to excellent advantage. Write for catalog and discounts.

OAKES MFG. CO. 345 Dearborn St. Tipton, Ind. tions and this growing menace. He had better pull his goods out of the dark corners and display them invitingly—utilizing every facility in selling goods that the housewife now buys from the canvasser.

The retailer must buy on the right basis and sell on the right basis. He must bring down his overhead and meet the canvasser on economic grounds.

The dealer must use all of the arts of sales promotion; yes, if need be, let him canvass from house to house, if that is what the public wants. Adopt the peddler's methods and beat him at his own game.

Every business generation has its own peculiar problems. For the present, the wholesale-retail system of distribution is best fitted to serve most of the public—but the system is not perfect. That's why other systems get in. Wise hardware merchants are constantly improving their methods.

We have enough confidence in the business acumen and common sense of the hardware retailers to believe that through their good merchandising methods, the peddler situation will be met on economic grounds. The hardware industry needs no hand-made laws behind which to hide.

Economic laws will eventually prevail. They always have. The unified effort of the whole hardware industry in the long run cannot change them. Any effort and propaganda contrary to good, hard, economic theory is nothing more than a hullabaloo of claptrap.



To answer an advertisement, tear out page and pin to letterhead

### Put your store on the map of the camper and tourist!

(CONTINUED FROM PAGE 36)

ment gets more or less hard treatment and for that reason only the most serviceable should be carried. The camper wants goods that will stand up and he is willing to pay for them.

Now the camper must eat. Next to a place to sleep comes grub, in importance. It is desirable to be able to carry food without spoiling it and to have hot things to drink before pitching camp. For this purpose, small ice boxes and vacuum bottles have been invented and they are indispensable for the outer who desires comfort.

The camper needs, too, a portable stove, of which there are several types on the market, and he must have a supply of enameled-ware, frying pans, knives, forks, spoons, pepper and salt shakers, can openers and similar articles of everyday use.

These goods, singly or combined in outfits, the hardware dealer can sell America's great army of nomads.

Some live hardware dealers have card indexes of all the automobile owners in their sections. These lists are made up from the registration lists of owners or purchased from concerns who specialize in supplying them. A letter is sent to each car owner, appealing to the spirit of adventure that lurks in the open, and calling attention to the store's facilities for making the camping trip a success.

Newspaper advertising may

also be used effectively to impress upon prospective campers the fact that your store carries a complete line of the goods they will need on the trail.

Equal attention should given to the display of camping goods in the show window and inside the store. A good window display sows a seed of desire in the heart of every man or woman who loves the great outdoors. Camping equipment should be displayed in its natural setting, with the lavish use of greenery. Erect a tent in the window; show a coffee pot and gridiron on the portable stove and don't neglect to tuck fishing rods, sweaters and other accessories into the picture.

### Interior display

Inside the store, clear away a part of your floor space and dedicate this to the display of campers' equipment. Here you may gather, from stock in various departments, if necessary, such things as the camper might have occasion to use-not only standard equipment, such as tents or stoves, but odds and ends: flashlights, knives and the like. Outdoor signs along automobile highways may be used to good advantage, and many hardware stores offer to get hunting and fishing licenses for patrons.

By starting the ball rolling now—by getting in on the ground floor, when many motorists are planning their trips—the merchant who makes a drive for the campers' business will very likely be sitting pretty as the season advances.



# SARGENT



### "I've seen them advertised"

Advertising over a long period of years has helped establish the Sargent name firmly in the minds of hardware buyers. It has created acceptance and good-will that break down normal sales resistance. It has consistently presented to architects, builders and home owners the fact that Sargent Locks and Hardware are as artistic, distinctive, lasting, and as perfect in construction and operation as the best of materials and skill can make them.

When you begin to tell prospective buyers about the excellence of Sargent Locks and Hardware, most of these people think, or even say, "I've seen them advertised—I've read about them."

Sargent dealers are provided with free electros, cards, folders and every modern merchandising assistance. Write for our Co-operative Advertising Service Booklet.

### SARGENT & COMPANY

Hardware Manufacturers
NEW HAVEN, CONNECTICUT

New York: 92-98 Centre Street Chicago: 221-223 W. Randolph Street

THE DECIMAL SYSTEM OF PRICING AND PACKING HAS BEEN ADOFTED FOR SARGENT HARDWARE

To answer an advertisement, tear out page and pin to letterhead

### Get ready now to meet the million dollar chain store

(CONTINUED FROM PAGE 41)

But the chain is going to have its beneficial effects. One thing the chain will do is tone up the hardware business as a whole. That has been the effect on every other line of business that the chain has entered, both here and abroad. The chain cigar store has taught many a cigar merchant how to run his business. Although the chain is going to put a lot of merchants out of business, they will be the weaker ones.

The wise hardware merchant, even today, studies and copies the tricks of the variety chain, the grocery chain and others. When the million dollar hardware chain store once comes, hardware merchants are going to study modern merchandising as never before.

The jobber is going to be put to it even harder than he is to-day, in finding ways of cutting down overhead. We are going to have more cash-and-carry jobbers. The manufacturers are going to sit up and take notice—in fact the wise ones, even today, frequently visit the A. & P. groceries and the Liggett drug stores, checking up how many products are sold under the chain's own brand.

Another thing the chain is going to do is to bring down the cost of distribution.

The chain store, like every other business innovation, is eventually going to be fought out on economic lines, The man who serves the community best and at the lowest cost is the one who will carry off the prize. The laws of economics are cruel and heartless, and we may as well recognize that fact. If a lot of the uneconomical practices and wastes of modern hardware distribution are not eliminated, the chain is going to have clear sailing and in its wake there are going to fall many shattered dreams, many blasted ambitions and many disappointed hopesbut the surviving merchants (and there are going to be tens of thousands of them) will be bigger, better business men.

Good Hardware knows that only the most thoughtful element of the hardware trade has read these articles up to this point. Thousands of hardware men will not be able to see any dangers durking ahead.

### Let us hear from you

But the wise merchants—especially those located in industrial and thickly populated centers where chains of every kind thrive—will read the handwriting on the wall, and prepare to meet the chain hardware before it is too late. In the not too fardistant future Good Hardware is going to regret the necessity of saying: "I told you so."

Now, if you have gotten anything out of these articles on the chain store, Good Hardware would like to hear from you. If you think the chain store is not possible, tell Good Hardware so. Whatever your opinion, whether you agree or disagree with this article, Good Hardware wants to hear from you.



SHE was indignant. Positive the bill had been paid. "I know I paid this bill!" she said. her lips drawn tight in apparent just resentment. The tone of her voice dared his contradiction. He was almost certain she had not paid it. Almost, but not quite sure. Perhaps she had paid the bill and the amount, carelessly, had not been entered to her credit on the books. Such things had happened before.

Rather than risk offending and possibly losing one of his best customers, he admitted the bill had been paid. The amount was charged off the books and BANG—away went a nice slice

of his profits.

Occurrences like this steal the legitimate profits from any business. It's the uncertainty about credits, the undetected leaks in cash, the dead merchandise on the shelves that make you wonder at the end of the month "where, oh

where have my profits gone?"
You are in business to make money--to show a fair profit on the time and money you have invested. Leaks like this increase your overhead and sap the profits from your cash drawer. And they are so needless. You can easily avoid them. The experiences of over half a million

business men prove this conclusively. Stop them in your business NOW! Send today for your copy of our FREE BOOKLET—"Running a Business for Profit." It will open your

eyes and point out a sure way to greater profits.

### The McCaskey Register Company ALLIANCE, OHIO

Galt, Canada

Also

Watford, England

Manufacturers of the World Famous Non-Smut Surety Carbon Sales Books.

The McCaskey Register Co., Alliance, Ohio. Gentlemen: Please send me your booklet, "Running a Business for Profit." I ning a Business for Profit." I understand that this does not obligate me in any way. Name Street ......State

Dennison, Ohio.

"Our customers know at every transaction the total amount of their bill. We have no disputed accounts and collections are better than under the old system.

"We would certainly recom-mend the McCaskey System to any firm desiring a maxi-mum of efficiency and in-formation at a minimum of expense." expense.

From a Hardware Dealer



### Does national advertising add to the cost of an article?

(CONTINUED FROM PAGE 43)

But that isn't all. After a while you would find suits

harder to sell. You would have to do more talking and spend more time with each customer.

The same would hold true with the salesman from the house. Before long the cost of selling the suit would have increased all along the line and this added selling cost would more than eat up the dollar that was "saved" by dropping the advertising.

The sale of suits might even fall off to a point where the company's production would have to be curtailed. With reduced volume, the production cost would go up, making it necessary to sell each suit at a higher price than if the company were spending money in advertising.

Of course, most retail merchants understand this principle already. They know that it takes less effort, less conversation, less argument to sell a good article that is well-known to the consumer than to sell an unknown product. It works the same way for the manufacturer and the jobber.

### Brings down cost

National advertising if wisely and effectively done, often increases the manufacturer's volume to the point where he is enabled to manufacture on a larger scale and put into operation a

number of economies that actually bring down the cost of his article.

In such cases, then, the cost of advertising per unit of production is very small—sometimes surprisingly small—and advertising, if wisely done, is really a factor that contributes to the low unit cost of an article.

Taking all other things into consideration, the selling job on the advertised article is usually much easier all along the line. The money the manufacturer spends in advertising saves work in selling that more than makes up for the small advertising cost on each article. There are instances, of course, where this principle does not work, but they are the exception, rather than the rule.

### Give your store that "individual" touch

Stamp your store into customer's minds by wrapping all parcels in colored paper—or by using some special sort of colored twine.

Perhaps a rubber stamp advertisement on the paper bags, if bags are used, or a gummed seal on packages, would serve the same purpose.

Clerks: Do you enry the banker or clothing clerk? Read what Senator Sharp has to say in this issue.

#### ARMS AND AMMUNITION

ARMS AND AMMUN'
Baker Gun Co.
Baker & Kimball
Bond Manufacturing Corp.
E. I. DuPont de Nemours Co.
A. H. Fox Gun Co.
The Hoffman Arms Co.
Frank A. Hoppe, Inc.
Hunter Arms Co.
Ithaca Gun Company
W. Stokes Kirk
Lefever Arms Co.
Lyman Gun Sight Corp.
Marble Arms & Mfg. Co.
Mew Method Gun Bluing Co.
R. Noske
Pacific Arms Corp.
Parker Brothern
Reising Mfg. Corp.
Remington Arms Co.
Solvol. Solvol J. Stevens Arms Co. Western Cartridge Co.

#### AUTO TRAILERS

Auto-Kamp Trailer Co. Clare Mfg. Co.

#### BINOCULARS

Benner & Co. Harold M. Bennett Boston Sporting Goods Co. Boston Sporting Goods Co.
DuMaurier Co.
Edwards Import Trading Corp.
Geneva Optical Co.
Haanstad's Camera Shop
M. Hensoldt & Sons
Watry & Heidkamp
Wollensak Optical Co.

#### **BOATS AND CANOES**

BOATS AND CANC
Acme Folding Boat Co.
Aurora Boat Co.
Aurora Boat Co.
Barbour Metal Boat Co.
Carleton Cance Co.
Darrow Steel Boat Co.
M. Draeger & Bons
Dumphy Boat Mfg. Co.
Alfred C. Goethel Co.
Nennebee Boat & Cance Co.
Dan Kidney & Bon
King Folding Canvas Boat Co.
Morris Cance Co.
Old Town Cance Co.
Floneer Manufacturing Co.
Shell Lake Boat Works
Thompson Bros. Boat Mfg. Co.

#### ENGINES AND MOTORS

Caille Perfection Motor Co. Elto Outboard Motor Co. Evinrude Motor Company Johnson Motor Co. Lockwood-Ash Motor Co. McNab-Kitchen Budder Corp. Universal Motor Co.

#### FISHING TACKLE

Angelus Manufacturing Co.
Ashaway Line & Twine Mfg. Co.
J. R. Baker & Sons
Boyer Mfg. Co.
Paul Bunyon
The Enterprise Mfg. Company
"The Pluegers"
Lou J. Eppinger
Al Foss
Fraser Brothers Co.
E. L. Gilmore
Go-Ite Manufacturing Co.
Goodwin Granger & Co.

Hardy Brothers
James Heddon's Sons
John J. Hildebrandt
Hobart Metal Mfg. Co.
W. J. Jamison Co. W. J. Jamison Louis Johnson Kelly Bros. Louis Johnson
Keily Brot.
Kennedy Mfg. Co.
Kinnedy Mfg. Co.
Maren A Jacobs
M. & M. Automatic Thumber
Martin Automatic Fishing Reel Co., Inc.
Marvel Hook Co.
A. F. Méasselbach Mfg. Co., Inc.
Meisselbach-Catued Mfg. Co.
Meisselbach-Catued Mfg. Co.
Old Hickory''
Outing Mfg. Co.
Colnt Sporting Goods Co.
Prescott Spinner Mfg. Co.
Richardson Rod & Reel Co.
Sinhardson Rod & Reel Co.
Straich Mfg. Co.
Weber Lifelike Fly Co.
Edward Vow Hofe & Co.
Weber Lifelike Fly Co.
Erwin Weiler Co.
Joe Welsh
Wrisch & McGill
Weiler Mfg. Co.

Mischel Mfg. Co.

Mischel Mfg. Co.
Mischel Mfg. Co.
Meler Lifelike Fly Co.
Erwin Weiler Co.
Joe Welsh
Wright & McGill

#### MISCELLANEOUS

Bell & Howell (Moving Piotures) George Oberlin (Canoe Carrier) P. Von Frantzius (Sporting Goods) Von Lengerke & Antoine (Sporting Goods) The Wahl Co. (Eversharp Fenells)

#### TENT AND CAMP EQUIP-

MENT
Aladdin Industries, Inc.
Airubber Corp.
Alward-Anderson-Southard Co.
American Awning & Tent Co.
American Awning & Tent Co.
American Gas Machine Co.
Army & Navy Supply Co.
F. O. Berg Co.
Brooks Tent & Awning Co.
F. J. Burch Mfg. Co.
Government Co.
Coleman Lamp Company
Denver Tent & Awning Co.
Government Supply Co.
Hugo Manufacturing Co.
Marble Arms & Mfg. Co.
Metropolitan Camp Goods Co.
Michigan Tent & Awning Co.
Old Hickory Furniture Co.
Prentiss-Wabers Products Co.
Quartermaster's Supply Co.
Rustle Hickory Furniture Co.
Sek Mfg. Company
Stoll Manufacturing Co.
Union Cutlery Co., Inc.
U. S. Tent & Awning Co.
United Steel & Wire Co.
Wm. H. Vanderherchen

#### WEARING APPAREL

G. H. Bass & Co. L. L. Bean Hand Made Shoe Co. Jerome Shoe Co.
Outing Footwear Co.
W. C. Russell Moccasin Co.
Lewis M. Weed Co., Inc.

## Taking the customer's kick out of the brush business

(CONTINUED FROM PAGE 52) with the paint, which would cut the paint and retard the setting up and drying. Kerosene will probably cause trouble if not thoroughly removed.

For some reason, there exists among the painting craft the notion that water should always be put on the new brush. This is a delusion and a great mistake. It is important that a brush never be put in water before it has been used every day for at least two weeks.

If a brush is left without wrappings, whether submerged or not, the outside bristles soon draw away and curl.

The heel of a brush, the part nearest the ferrule, is kept well cleaned. A painter who allows material to remain in the heel will learn that the bristles soon "flare." Also, as the material hardens, he will find it virtually shortens the length of the bristles which, in turn, must shorten the life of the brush. Therefore, the importance of keeping all brushes thoroughly cleaned is to be emphasized.

Varnish brushes, or those used for any quick-drying material, are washed immediately after using, and are always wrapped.

A varnish brush must be kept perfectly clean. When dust or any substance foreign to the varnish gets into the bristles, it is sure to show up in the work. Excepting shellac and water paints, any material can be washed from the bristles with turpentine, gasoline or kerosene.

Water will clean bristles of water paints. Shellac must be washed out with alcohol.

Kalsomine brushes, after being cleaned with water, are wrapped with paper and suspended from the handle to dry. If they are not to be used for some time, care is taken that they do not dry out too much in the ferrule setting.

Bristles set in cement will come loose in shellac or other alcohol paints. That is also true of bristles set in glue when used for water paints. Hot water paints or newly-slaked lime must be allowed to cool before the brush is used. If the liquid is too hot for the hand, it will damage the bristles of a brush.

#### Use of different brushes

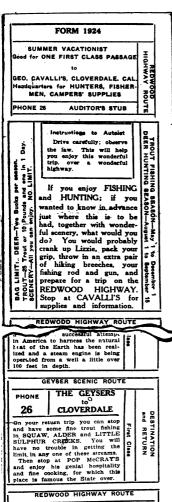
A different brush is used when there is a distinct difference in the surface to be painted or in the material to be applied. A brush that was made to apply barn paint on an ordinary surface will prove very unsatisfactory on interior woodwork.

While a carefully-washed brush can be changed from one color to another, it is safest to use a brush for a narrow range of colors and not try to have a few brushes do the trick. Having more brushes is more economical to the user because two brushes will wear twice as long as one, and will certainly give better and safer results. A brush can never be changed from paint to varnish.

These observations are so few and simple that brushes might easily be the best cared for of all tools.



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# REDWOOD HIGHWAY ROUTE PHONE CLOVERDALE 26 YOUR TOWN We know that if you will use this SUMMER TOURIST TICKET for your Vacation this year, you will agree that this has been one of the finest Vacations you have ever enjoyed. Step in and moust REDyour way Step in and moust REDyour way Step in and moust REDyou way been in formation way in regard to ROADS FISHING, HUNTING, or CAMPING. Remember GEORGE CAVALLI Cloverdale - - - California The Store with the Green Front near the Trees\*

## Gives imitation strip tickets to tourists

The clever advertising stunt at the left is one that any hardware man catering to the trade of tourists can make use of.

George Cavalli, Cloverdale, California, issues to motorists trip tickets closely imitating those sold by railroads. These tickets are printed on a strip of green paper three inches wide and some two feet in length.

The strip is sub-divided into sections, each section good for "one first-class trip" to some point of interest, and describing how the automobilist can get there in his own machine. Sprinkled generously up and down the strip are slogans advertising the store and its goods, together with advice on scenery, tips on hunting and fishing laws, and other useful information.

To the tourist who gets one, these trip tickets act as a good road guide and the novelty of the idea generally insures the preservation of the ticket, safely packed away among souvenirs collected on the trip.

The same idea can be worked by any store, irrespective of location.

#### Autos in the U. S.

The number of motor vehicles owned in the United States is still continuing to increase. In the year 1924 the total registration was 17,700,000. This is a gain of approximately two and one-half million over 1923. There is, roughly, one car to every six people.

## Burreughs

Simplified Accounting Plan Protects Your Profits

## Here's how — —

It tells where you stand each day. A profit and loss statement can be made in an hour or so any time of the month.

It watches credit. Every day you know what every customer owes you.

It provides the figures you need for your income tax report.

It speeds up collections. Customers' statements are always in the mail on the first.

Let us show you how thousands of hardware dealers use this plan. Phone our local office or write for booklet, "A Simplified Accounting Plan for Your Business."

## BURROUGHS ADDING MACHINE COMPANY Detroit, Michigan

ADDING	ROOKEFFPING CALCULATING AND BILLING MACHINES
BURROUGH	
	Blvd., Detroit, Michigan
Please s	nd me the folder, "A Simplified Accounting Plan for Your Business."
Name	••••••••••

To answer an advertisement, tear out page and pin to letterhead

## Watch out for these skin games

It seems there is no end to the skin games that are being pulled on merchants. Every day a new brand is uncovered. Almost every day an old hoax comes to light in a new dress or new place.

These numerous hokum artists make it hard for the merchant to do justice to the really honest stranger who may have a legitimate proposition. It behooves a merchant to investigate carefully any questionable schemes before investing his cash. The following are some of the latest skin games that have been in operation, as uncovered by the National Vigilance Committee.

A man with a glib tongue and claiming to represent an advertising company, worked a hokum advertising stunt in the following manner:

He called on the merchants, stating that he had a contract with a local ice-cream store to get out a number of menus. He then sold the other merchants in the town advertising space in these menus to be used by the icecream store. This man sold the space, collected the money and then left town. It is needless to say the menus never made their appearance. In fact, the man did not even have the consent or approval of the ice-cream store he claimed to represent.

#### Ohio dealers fall for it

Here's another one recently pulled in an Ohio city. For some time it has been the custom to publish annually a railroad time book in this city. One day a canvasser appeared upon the scene and called on the advertisers in this time book to make new contracts. He had a copy of the book under his arm, all the details of the proposition, and he signed up a lot of advertisers.

He collected the money for these ads and it later developed that just enough books were printed for delivery to the advertisers and that there was no general distribution made. The man had no connection with the publishers of the railroad time book and simply used this as a hoax in extracting money.

It is believed that this man may attempt to operate the same scheme in other communities.

#### Electric sign stunt

The old electric sign stunt crops out again, this time in several different parts of the country. A man, claiming to represent some retail association or advertising service, calls on the merchant and solicits him for a 3 x 6 ft. electric sign for which he charges \$16.50. The sign is to be installed complete upon the small initial payment of \$3.25.

An attempt has been made to verify the name of this firm by commercial agencies in Chicago, without success. Letters addressed to the concern have been returned. It will be well for every merchant to investigate thoroughly before falling for any electric sign stunt.

Should anyone try to pull a skin game on you, write Good HARDWARE about it.



move as easily as this one?

They should! -in fact, all tables should move easily and all tables will, once they are equipped with easy rolling Bassicks.

How quickly housekeepers change to Bassicks when told what good casters will save them. Save them in time, in effort, in wear and tear of rugs, carpets, floors and furniture.

No other caster could be quite so easy to sell as Bassicks. Packed, sets of four, in clean blue and yellow boxes, the Bassick line will add dollars to your sales when displayed-will make friends for your store when sold.

See that your customer's tables move easily on Bassicks.

BRIDGEPORT, CONN. Reg. U. S. Pat. Off. For thirty years the leading makers of high grade casters for home, office, hotel,

hospital, warehouse and factory

A deal with dividends-Special Stock Order No. 25 includes a representative stock of Bassick Casters plus a liberal assortment of display material and sale helps. Write for details.

To answer an advertisement, tear out page and pin to letterhead



## Offers credit to reliable prospects

A new store opening in a small New York State town conceived the rather novel idea of sending out letters of credit to a selected list of prospective customers, inviting them to avail themselves of the convenience of a charge account.

The method of obtaining the names was first, to secure a local voting list and then to have a well-known and old-established merchant of the town go over the list, checking those to whom he thought credit could be extended with a normal degree of certainty. The letter follows:

Dear Sir:

You are cordially invited to avail yourself of the convenience of a monthly charge account at our new store on Central Avenue, near Main Street, where your name has been placed on the "Preferred Credit" list.

You will find there a fully

You will find there a fully equipped and modern hardware store, which we believe will take care of the big demand this rapidly growing community will require. You will find both the proprietor and salesmen ready

to cheerfully supply your wants.
We trust we will have the opportunity of serving you and that our business relations may prove mutually profitable and satisfactory. Orders telephoned to Main 2020 will receive the same prompt and careful attention as if ordered in person.

We invite a personal call, even if you are not now in need of

anything in our line.

The store's manager states that this letter has brought in considerable new business.

## Permanent tool sign in sidewalk

While the cement of a new sidewalk in front of his store was still soft, one California hardware merchant pressed into the cement a number of hardware articles, such as keys, wrenches, a hammer and saw.

When the cement hardened, these articles were securely imbedded, and the sidewalk became a permanent hardware sign.



Hardware articles pressed into the soft cement of a new sidewalk made a permanent sign



No. 5 \$24.00

#### YOUR PROFIT IS \$25.50

Here is a SPECIAL FREE TRIAL OFFER which we are making to you. Clip the coupon below and we'll send you a La Cross Cabinet No. 5 for a 30-day free trial.

Here is what it will do for you:

Brings in .											.\$49.50
Only costs											. 24.00
Your profit											.\$25.50

It is making money for thousands of other dealers. If it doesn't make money for you, return it at our expense. We take all the risk. Only one in 500 comes back.

Contains 7 2/3 dozen files, 8 1/3 dozen tweezers, 1 1/6 dozen extractors and 2/3 dozen scissors.

Every item a self-selling, fast money-maker. Every item a proved leader in its price range with a good selling record behind it.

SCHNEFEL BROTHERS, Newark, N. J. New York Show Room, 1270 Broadway, at 33rd St.

### La Cross 🖶 nail files

ITWEEZERS—SCISSORS—NIPPERS—MANICURE SETS
Send me La Crosse Cabinet No. 5 on 30 days' trial. At the end of that
time I'll accept billing through my jobber or return the cabinet collect.
Name

Address .....
Iobber's Name

.... 105

To answer an advertisement, tear out page and fin to letterhead

IF ÝOU W PAYS MU ZLES. II OPERATI	TILL TAK CH LARG WILL S NG YOU	E THE TI GER DIVI OLVE TI	ME TO R DENDS T IE PROF OR YOU	ZZLE, BUT EAD IT, IT HAN PUZ BLEMS OF J, IF YOU
		-		Co
12.95	1.95	.45	.75	.60
.75	3.50	1.75	.49	7.85
1.45	3.00	.75	.75	6.75
3.50	.69	.50	.75	.75
12.95	.35	1.95	1.29	1.50
2—Spotli, 3—Draft 4—Hy-Pc 5—Two ii 6—Three 7Water p 8—Force 9—Chash 10—30x3 ½ 11—30x3 ½ 12—Auton 13—Ford 1	ghts will is shields for wer times ght curta light curta umps for feed oiler pion X Sp. Tire, grey tub natic wind cubber floodd type I secovering	ishield wip or mats reaters for for Ford t	dals s r Fords s for Fords ke them re for Fords ers for al	un cooi l cars

In this advertisement the small number in each square refers to the numbered list of merchandise. The large numbers are the prices

-Foot accellerators for Fords -Gallon cans Refiners medium oil

-Dry can hatteries -Four cell Hot Sparks in metal case -Luggage carrier, fit any car -E. Z. back rest cushions

20—Five-pound cans come grease 21—Storage lattery, 6 volt-11 plate 22—Dry cell batteries

## A new slant on cross-words

The Clinton Supply Company, of Wilmington, Ohio, has made good use of the cross-word puzzle ad in the past months and plans to use at least one advertisement a week of this type in the future.

The firm has found a new angle and has arranged its puzzle in such a way as to make it almost impossible for a person to pass up the announcement without at least reading it over.

The first use of this type of advertising made a big hit, the managers of the store state, customers from many points stating that they noted the bargains in the puzzle ad and making purchases of what they needed.

The puzzle was particularly directed to owners and drivers of automobiles, but it also contained material for general machine use.

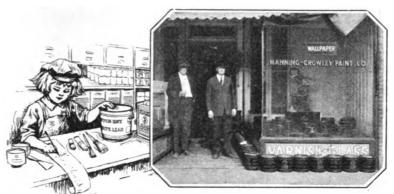
#### Canvassing made Spring sales

A hardware dealer in a small down-State Illinois town was much worried over slow business during the Spring.

Rain displaced the usual days of sunshine to such an extent that the women even put off house-cleaning, until the weather should be more propitious. Likewise they deferred the purchase of the things they needed for their Spring onslaught on the Winter's accumulation of dirt.

At last, the hardware man instructed two of his clerks to go out and make a canvass of the town, selling house-cleaning essentials. The women bought, their orders being larger than they would have been if the goods had been purchased in the store.

But the biggest thing of all the canvasses accomplished was in getting a line on prospective sales for other lines of merchandise.



## Dutch Boy sells itself and other paint materials

for Manning-Crowley Paint Company

MANNING-CROWLEY PAINT COMPANY, of Monroe, La., find that Dutch Boy white-lead brings in two profits. One is a direct profit on Dutch Boy sales; the other is an indirect profit made on paint materials purchased at the time the customer buys Dutch Boy.

J. M. Manning, Manager of Manning-Crowley Paint Co., says:

"The sale of Dutch Boy whitelead will cause our store to sell a customer for a job sometimes as high as four times the cost of the lead, in other materials."

Figures supplied by this paint company on Dutch Boy show that 16,000 lbs. were handled in 1921; 19,750 lbs. in 1922 and 35,000 in 1923. About sales and direct profit from Dutch Boy white-lead, Mr. Manning says:

"After handling Dutch Boy white-lead from the opening of our store in 1913, we find that the demand has steadily increased in this locality for this product. Dutch Boy practically sells itself.

Dutch Boy

We are able to supply the demand with a very reasonable investment, and turning this investment three to four times per year gives us a good margin of profit on the original investment."

#### Use these sales helps

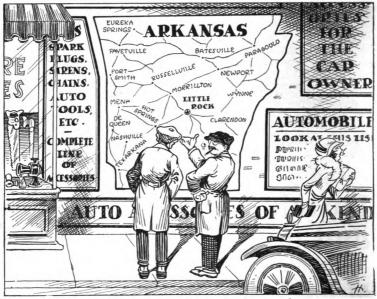
Just as Manning-Crowley and other merchants have found two profits in handling and selling Dutch Boy white-lead, you can, too. To help your sales campaign, we will be very glad to supply you with window display material, display cards, color folders, movie slides, newspaper advertisements and other advertising helps free. Just drop a line to our nearest branch or tell your needs to our salesman.

#### NATIONAL LEAD COMPANY

New York, 111 Breadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 West 18th Street; Cincinnati, 659 Freeman Avenue; C'eveland, 820 West Superior Avenue; St. Louis. 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

### White-Lead

Digitized by Google



By having a map painted on a wall adjoining his store, this dealer attracted tourists seeking routes

## Map of State draws tourist trade

A merchant in Arkansas, who specializes in auto accessories, has an effective way of calling his place of business to the attention of tourists.

Immediately beside his building is a blank wall. On the wall he has had painted a large map of the State of Arkansas, about 12 feet square. Each of the principal cities is shown, with a connecting automobile road, and the distance from one city to another is given.

It is common to see several motorists studying the map, which helps make his store known as motor headquarters.

The result is a steady sale, not

only of automobile parts and accessories, but of many other articles carried by a hardware store which tourists discover they need en route.

## Big field for radio sales

During 1924 the number of radios on farms increased 200%. It is now estimated that there are between 360 to 370 thousand radio sets on farms. This, however, only supplies about 5% of the total number of farms with radio equipment.

About 75 radio stations broadcast regularly crops, market and weather reports and supplement this with talks on farm and household subjects.





### When The Delineator Barred Mail-order Advertising

#### And how it led to the development of a great national hardware magazine

AST year Sears Roebuck & Company did a business of \$222,-000,000.00, Montgomery Ward ran a close second with about \$170,000,000.00. These two mailorder houses did \$390,000,000.00 business in 1924 alone.

Don't fool yourself about this mail order business. It is a real competitor of every merchant in the country whether he is doing business at a country cross-roads or in the best downtown location

in a huge city. The mail-order houses get more city business, as a matter of fact, than most people have any idea of.

#### A radical step

So far as we know, The Butterick Publishing Company was the first great national publishing house to make an intensive study of the growth of the great mail-order houses and the methods successful merchants used to meet their competition.

Eight years ago The Butterick Publishing Company startled the jobbers and the retailers in this country by announcing that thereafter the pages of *The Delincator*—its great home magazine—would be closed entirely

to all mail-order advertising.

The news that The Delineator had barred out all mail-order house advertising went like wild-fire through retailing circles from one end of the country to the other. Jobbers and dealers wrote us by the thousand endorsing this policy in unmistakable terms. It was a prime topic of discussion at all the retailers' conventions and the strongest kind of resolutions of endorsement were passed at practically all the meetings.

Retailers everywhere felt that the elimination of mail-order advertising from *The Delineator* was the greatest step in favor of the retail merchant that had ever been taken by any national magazine.

#### How it started

This was the beginning of Good Hardware. The mail-or-der house and the house-to-house canvasser are two forms of competition that can be met only by better merchandising methods and in the early days a publication was started to go to the thousands of merchants in every line of business we were in touch with to act as a clearing house of the best



## This is your advertising

TEN THOUSAND of these outdoor posters all over the country are creating an even greater demand for Edison MAZDA Auto Lamps. Practically every motorist in the country has seen or will see them.

## EDISON MAZDA LAMPS



To answer an advertisement, tear out page and pin to letterhead

Digitized by Google





## Make it work for you

PUT ONE of these reproductions in your window and get your share of the sales these ten thousand posters are creating.

If your distributor cannot supply you with these or other sales helps available to dealers who sell Edison MAZDA Auto Lamps, write to the Edison Lamp Works of General Electric Company, Harrison, N.J.

### EDISON MAZDA LAMPS

A GENERAL ELECTRIC PRODUCT



thought and the most practical plans for meeting mail order competition.

Out of this GOOD HARDWARE has grown. Gradually the scope and purpose of the publication was enlarged and GOOD HARDWARE has developed to the point where today it is read in more hardware stores than any magazine published—where it is recognized as one of the leading and most authoritative merchandising publications in any retail field.

\* \* \* \*

Butterick Publishing Company has always been the champion of the retail merchant. A demonstration of this is the fact that thousands and thousands of dollars' worth of mailorder advertising were thrown out of The Delineator to line up with this policy of advertising only merchandise that is sold through regular retail channels. Recently The Delineator also refused to accept the advertising of a number of products that are sold entirely by house-tohouse canvassers.

\* \* \* \*

As Good Hardware developed to meet a need that was clearly demonstrated, the policy that was formulated called for the publishing of the most interesting, most practical and helpful magazine that brains and money could produce.

With our unlimited facilities, with sixty years of intensive publication experience behind us, with a business that has always been bound up with the interests of the retail merchant, we have

been able to accomplish that which would have been impossible if the facilities or the experience or the knowledge of retail conditions had been less extensive.

#### Our appreciation

We are proud to have been able to give to you hardware men such a widely recognized, authoritative publication. We are glad of the help which you have given us in building it up to the point where it stands today. We are looking forward to your further cooperation in its development in the future.

How can you help? You tell us of your enthusiasm for Good HARDWARE. Tell it also to the manufacturers whose goods you sell.

Advertising furnishes the sinews of war. Advertising makes possible the fine, successful publication that we have built for you and a favorable word from you goes a long way in our work to get that advertising.

We'd like you to mention Good Hardware when you write to advertisers. Let them know that you saw their advertisements in our magazine. Vote for Good Hardware whenever you get inquiries or questionnaires asking you what magazines you read. Just do this and we can give you a publication in the future that will overshadow even the fine practical publication you tell us we have given you in the past.

### Here are stimulators to boost your Summer business

List of dealer helps you can get by merely checking what you want on the enclosed postal

HERE you are—gentlemen of the hardware world! Right here is where you get your Summer Sales Stimulators.

You will find listed here window trims, posters, cut-outs, enclosures, folders, booklets and a score of ideas and dealer helps for increasing Summer sales.

They are yours for the asking -but we want you to use them They will help you properly. turn the dull hot weather months into profit months. They will help you move goods off your shelves and floor into homes and shops and onto the farms.

Some of these books are treatises on retail selling. Every clerk who will study them and apply their teachings is sure to increase his sales.

Use these helps—and put to rout the Summer slump.

Yes, Good HARDWARE wants you to enjoy a brisk Summer business and that's why it offers you this unique service. All you need do is read this list over carefully and check the sales stimulators you want.

Next, check the corresponding numbers on the postal enclosed with this magazine. Drop the postal in the mail—and Good HARDWARE and the cooperating manufacturers will do the rest. Within a short time you will receive these sales stimulatorsand they will help you overcome the Summer slump.

If you have mislaid the postal simply check the sales helps you want, tear out the pages, pin them to your letterhead and mail to Good Hardware, 912 Broadway, New York.

1—Summer Barrow Selling.

Flyers to distribute to your trade inducing sales of the Akron wheelbarrow during Summer months. Buying reasons presented in the attractive colors of the Akron barrow.—Akron Barrow Co.

2—Display Selling Aluminum.

Set of beautiful window display cards, particularly adapted to Summer selling of aluminum ware. Central cut-out 23"x41", side cards showing "Mirro," in actual use. -Aluminum Goods Mfg. Co.

3—Selling Auto Tourists Chains Window sticker that advertises the need of Weed chains to those who feel the "call of the open road."—American Chain Co.

4—Gettting the Fishermen's Business.

Folders to give sportsmen. Will stimulate buying of "Stubby" rods and reels for their fishing trips.—
American Display Co.

5—Attractive Machinists'

Attractive Machinists' and Plumbers' Trade.

A "For Sale Here" sign telling plumber, machinist and garage man—use Armstrong Stocks and Dies.—Armstrong Manufacturing

6—Making Customers of Cooks.

Beautiful 30" window cards in color showing the Kamp Kook and Kitchen Kook Stoves in use outdoors and in, mailing folders, newspaper cuts and picture slides will be sent you by—The American Gas Machine Co.

These "Summer Sales Stimulators" will help you overcome the Summer slump. Read this list over carefully. Order on the enclosed postal the ones you can use. Please don't order unless you expect to use them carefully.

7—"How to Sell a Saw."

A book on salesmanship one in the hardware store should read and study. Also "The Man Behind the Counter," and, for customers' distribution, "Saw Sense."—E. C. Atkins & Co.

8-Promoting Caster Sales.

Leaflets to give your customers, a window card to bring them in and a chart to sell them the right casters.—Bassick Co.

9—Selling Carpet Sweepers. Counter card and picture slide for movie theatre use are fur-nished by Bissell Carpet Sweeper to increase sales of this labor-sav-ing need to the housewife.—Bissell Carpet Sweeper Co.

10—Sell Vegetable Cutter.

Circular that gives you some valuable sales information on the only nationally advertised slaw and vegetable cutter, a Summer sales item.—Bluffton Slaw Cutter Co.

11-Inducing the Auto Owner to Buy.

Folders for dealers on their counter displays to stimulate sales of valve grinding tools, grease cups, spring bolts, and an ash and match tray for drivers who smoke.

—Bowen Products Corporation.

12—Getting Machinists' Trade.

Beautiful window display complete
in all details. Large 3-panel center color card, flanking cards selling the features of Brown & Sharpe micrometers and stainless steel rules. Streamers, banners and floor cloths for tools.—Brown & Sharpe.

13—Summer Solder Selling.

Display cards and streamers for window selling and leaflets to give out to your customers to promote the sales of "Kester" self-fluxing wire solder.—Chicago Solder Co.

14—"How We Help You Sell." Booklet on Star hack-saw blades that helps you make sales by win-dow display plans and a tie-up with Star blade national adver-tising.—Clemson Bros., Inc. 15-Selling Padlocks to the Summer Market.

Three-panel color display that prominently features the places where Summer padlock protection is required. Real purchase inducer attractively made with a selling punch.—Corbin Cabinet Lock Co.

16—"Hot Weather Profits."

A new book full of selling ideas for the dealer to promote 20th Century Water Cooler sales, in-creasing Summer profits.—Cordley & Hayes.

- 17—More Fishing Tackle Sales.
  Three-panel window display picturing the fishing country, and results that can be expected if fishermen use a Pike Minnow.—
  Creek Chub Bait Co.
- 18—Double Action Sales Card. Tent-shaped sales message cards to bring the Summer tool business to your store.—Crescent Tool Co.

19-Making Summer Radio

Flyers to broadcast information to your customers that makes sales of "Trirdyn" radio sets and "Musicone" loud speaker. Also radio information book "Simplicity of Radio" all your customers will appreciate.—Crosley Radio Corporation.

20—Getting the Boy's Trade.

A little book for distribution to the American boy. Tells him how to become a crack shot, drill a company and lay out a rifle range—the "Daisy Manual," furnished by—Daisy Mfg. Co.

21-Make Every Foot of Floor Space Pay.

Booklet that tells you how to increase your Summer sales through better display.—Dayton Display Fixture Co.

22—Selling Fans in Summer.

"Trade Winds," book of selling information for retail salesmen that gives them practical sales talks on selling "Dayton" fans and includes information on the window display material and folders for consumer distribution they supply.—Dayton Fan & Motor Co.

23-Getting the Paint Business

For Your Store.
The Devoe Home Improvement paint-plan book for dealers. Complete-selling plan and its operation in connection with Devoe national advertising to increase Summer profits.—Devoe & Raynolds Co., Inc.

#### 24—Lighting the Way to Summer Sales.

Beautiful three-panel color window card showing lanterns in full size lighting the earth. Makes a fine display for selling lanterns.—
R. E. Diets Company.

25—"Profits From Fans."

Book for dealers in which window sook for dealers in which window trims, advertising and selling plans of Northwind fans are carefully worked out. Flyers on Northwind fans for consumer distribution supplied with dealer imprint.— Emerson Electric Mfg. Co.

26—Selling Curling Irons.
"Chasm, Your Heritage." Book on "Chasm, Your Heritage." Book on hair-dressing styles of real interest to your lady customers. Hot weather takes the wave out, this book sells the "Star-Rite" curling iron to put it back in. Also consumer pamphlets on other Summer electric appliances.—The Fitzgerald Mfg. Co.

27—Display Cards Selling Glue.

Beautiful display cards featuring and promoting the sale of Gorton's Pure Liquid Glue will be sent on request.—Gorton Pew Fisheries Co., Ltd.

#### 28—Refrigerator Profits for Your Pockets.

"Leonard Selling Helps." Book for dealers, describing four complete Summer merchandising plans and all the dealer helps that make sales profits for dealers selling the "Leonard" refrigerator. — Grand Rapids Refrigerator.

29—Selling the Hunter.

"The Shooters' Guide." An instructive book on game birds, their food, etc.; tables of shotgun data and 12 color pages of the Bill and Jim sporting series. Single copies supplied dealers or indivdual shooters whom dealers recommend.

—Hercules Powder Co.

30-Selling the Chicken Farmer. Wall hanger and counter card of "Moe's Line" of poultry supplies. Also a folder describing and illustrating the line for distribution to every chicken raiser in your town.—Hoeft & Co., Inc.

31-Business Building Harmon-

ica Sales Helps.
"How to Play the Hohner Harmonica." Instruction book for circolored instructive chart and posters.—M. Hohner, Inc.

32—Selling Displays of Lamps. Folder of display and sales suggestions, also list of advertising material available to increase your Summer sales.—Hygrade Lamp Co.

Use the postal for ordering these "Summer Sales Stimulators." If you have mislaid the postal, check the ones you want, tear out the pages, pin them to your letter-head and mail to GOOD HARDWARE.

#### 33-Getting the Poultry Fanciers' Trade.

Folder for distribution to the poultry fancier that introduces the sale of the new "Chicks safe in-side, rodents outside" fence.— Indiana Steel and Wire Co.

#### 34—Attracting More Trade. Information on what a good store front means in sales to your business, supplied by.—Kawneer Co.

35-More Varnish and Paint Sales.

A "Won't Turn White" hanger with a real sales punch, window trims and leaflets for consumer distribution that put "Buy" in the minds of your customers. Degrah varnish. Keystone flat finish.— Keystone Varnish Co.

#### 36-Makes 'Em Like to Buy Batteries.

Window display card on which "Mickey," beloved member of "Our Gang," grins genially at passers-by and stops them to get their Red Seal batteries.—Manhattan Electric Supply Co.

#### 37—Getting Gun Sight and Hunting Knife Business.

"Marble's Message" to the dealer is a catalog of dealer helps and the news of a new hunting knife display case promoting hunting knife sales.—Marble Arms & Mfg. Co.

#### 38—"Running a Business for Profit."

A book every hardware man in-terested in better business and more profit should have. Stop-loss ideas you can use in your business, gathered through 25 years of retail merchandising ex-perience.—McCaskey Register Co.

#### 39-"How to Get Your Share of the Tire Business.

A book that answers this question; also complete information on the sales helps of rubber, sundry and toy lines in the house publications of—The Miller Rubber Company. 40-Stimulating Varnish Sales. A varnish display that's very attractive, for use in getting more varnish sales for your store. Available to all dealers selling the line.—Benjamin Moore & Co.

41—Getting Heater Sales.

"A Gold Mine at your Front Door" is a book that will surprise you with information and supply helps on going after early Fall Cabinet Heater sales.—T. J. Mueller Furnace Co.

42—Increasing Sales With At-

tractive Packages.
Information circulars for dealers about the machines that make the attractive packages customers appreciate, and facilitate wrapping up packages, giving clerks more time to sell.—Nashua Package Sealing Co.

#### 43-Selling Screen Door Hard-

Pamphlets that customers should receive this Summer that increase the sales of hinges and latches for screen doors and cupboards.—
National Brass Co.

44—More Summer Battery Sales. 30"x40" color poster selling "Ev-30"x40" color poster selling "Eveready" flashlights and hatteries. Also displays that feature the many Summer uses of Columbia Dry, Eveready Radio Batteries and Mazda Auto Lamps.—National Carbon Co.

#### 45—Makes Mazda Lamp Sales

"1925 Four Star Book" for dealers, gives a complete outline of advertising helps and details, the window trim service now making more lamp sales for over 5,000 dealers.—National Lamp Works.

46—Selling the Garage Builder.`
Interesting 31-page booklet of garage plans, prometing sale of garage hardware.—National Mfg. Co.

47—Selling Stoves in Summer. A direct-by-mail plan for selling the Kab-Range to increase Sum-mer stove sales. Details supplied by—Ohio State Stove & Manufacturing Co.

48-Merchandising Plan on Washing Machines.

one Minute Plan" book gives dealers a complete merchandising plan, publicity items, and advertising on the Summer sales of the One Minute Washing machine.—
One Minute Mfg. Co.

#### 49—Sales Promotion, Shotshells and Ammunition.

Set of booklets every shooter will pour over. Beautiful color-printed books that are full of the dope every gun owner wants to know—and that also sell the Peters quality line.—Peters Cartridge Co.

50—Selling the Farm Trade.

"Acme of Potato Profit." A 32page book on potato culture of
benefit to every farmer. Promotes
the sale of Acme stick pofato
planters and sprayers. Makes more
profit for the farmer and thus increases his buying power—Potacreases his buying power.—Pota-to Implement Co.

#### Portable Radio 51—Summer Sales Stimulators.

News for your customers about the new Summer portable RCA radio sets, Nos. 24 and 26. Advertising literature, electros and matrices to bring the Summer radio business to your store.—Radio Corporation of America.

#### 52-Motion Display Sells Electric Irons.

New and Novel! Cardboard figure of a woman, 40" tall, mechanically operated so that she actually irons. Used in window with flasher sign that tells the features of the "Hold-Heat" iron.—Russell Electric Co.

#### 53-Window Cards Stimulate Level Sales.

Set of attractive lithographed window display cards that tie up with the national advertising of Sands Levels.—Sands Level & Tool Co.

- 54—Selling Screen Door Closers.
  Folders on keeping screen doors closed and selling The Sargent Screen Door Closer, will be supplied you to furnish your trade.—
  Sargent & Company.
- 55—Getting Manicure File Trade.

  "La Cross" display card illustrating the filing of a finger nail, with a genuine file mounted on the card. Attention-attracting, advertising Summer sales of manicure files.—Schnefel Bros.

#### 56—Extra Sales to Motorists.

A window sticker to show the motorist that five minutes for vulcanizing puts his wheels rolling again.—C. A. Shaler Co.

57—Selling Parents Joy and Health for the Kiddies.
Roller skate and coaster wagon window display cards, folders and newspaper cuts that carry a real message to parents and promote Summer sales of skates and coasters.—Sherwood Bros. Mfg. Co.,

58-More Household Tool Sales. Attractive presentation of the com-plete "Four Square" Stanley line of household tools, by an envelope-size color folder for distribution by mail or in packages going into the home.—The Stanley Works.

59—Selling More Thermometers to the Home.

Dealers' selling-plan book and a beautiful hand-colored photo repro-duction display cord of the Sec duction display card of the five thermometers needed in the home. Also consumer compass catalogs.— Taylor Instrument Factory.

60-Selling Egg Beaters and Can Openers.

Can Openers.

Envelope stuffers promoting the sale of "Blue Whirl" egg beaters and "Blue Streak" household can opening machines. Colorful, attractive folders that sell these needed Summer kitchen items to the housewife.—The Turner & Seymour Mfg. Co.

61—Selling "Sunlight" Paint.

Full-size cardboard harrel trade mark of "Barreled Sunlight" to use in the building of your Summer paint window display and to the state of the attract sales to your store.—U. S. Gutta Percha Point Co.

62—Show Summer Card-Players Where to Buy.

A complete window display outfit on playing cards tells card lovers where to buy, furnished by—U. S. Playing Card Co.

- 63-Selling White Enamel Ware. Seasonable window trim, booklets for consumer distribution and newspaper electros or mats on White Enamel ware.—The Voll-rath Co.
- 64—Business From Campers. A letter-folder tells dealers sales points of "Kamp Kook Kit."—Prentiss Wabers Products Co.
- 65-Cashing in on Summer Play. Pitching horseshoes is popular play. Sales of Warren horseshoes (made by the makers of Quickwork tools) promoted by folders furnished you to give your home folks.—The Warren Tool & Forge Co.
- 66—Sandpaper Silent Salesman.
  A silent salesman of sandpaper is A sient salesman of sandpaper is this attractive lithographed display case made with 8 pockets to stock from ½ to 4 reams each of 8 different grits of sandpaper.—
  Wausau Abrasives Co.

Use the postal enclosed in this magazine for ordering the sales stimulators listed on these pages. Check the ones you want. check the corresponding numbers on the postal-and drop in the mail box.

- 67—Selling Ford-Owner Trade.

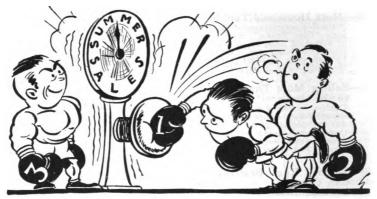
  A folder for distribution to Ford owners to sell them the Williams' Superior Drop Forged Wrench Set "C."—J. H. Williams & Co.
- 68-Making Weather Strip Sales.
  A leaflet for consumer distribution that tells the consumer the many uses for, and simplicity of installing weather strip.—E. J. Wirfs.
- 69-Summer Sales of Cans and Pails.

Colorful window cards that sell the health, cleanliness and fire safety of Witt garbage, refuse and ash cans. Also folders to distribute.— Witt Cornics Co.

- 70—Stimulating Flashlight Sales. Display material that points out Summer flashlight needs. Also attractive counter silent salesman will be supplied with the new \$1 Yale flashlight.—Yale Electric Cor-
- 71—Selling Summer Vacationists.

Three panel window display resplendent with color. Illustrations promote the Summer sale of rope and twine.—Columbian Rope Co.

- 72—Selling Washing Machines. Complete dealer information on the new No. 34 Horton Electric Washer as a Summer sales booster. —Horton Mfg. Co.
- 73—Selling Stoves and Ranges. Booklets furnished with dealer imprint promoting sales of Round Oak ranges and heating systems. —Beckwith Co.
- 74—Selling Tools and Trucks. "Dolly Trucks" and "Crecoite" tool pamphlets for distribution to your trade.—Marion Tool Works, Inc.



## Three BIG BOOSTS for Summer Sales



Radiola 24, complete except batteries. List



Radiola 26, complete except batteries. List \$225

RCA Leadership—which means public confidence, readier buying. This leadership is recognized not only in the quality of Radiolas and Radiotrons, but in the many contributions of RCA to radio progress—including broadcasting.

A Summer Campaign that started on May 16th with a series of six Saturday Evening Post pages in five weeks. This campaign, in magazines and newspapers all over the country—will sell Radiolas for the dealer straight through the summer

The new Portable Radiola
Super-Heterodyne in two models.
These sets make ready prospects of the men who own motor-boats, automobiles, summer homes and camps.

RADIO CORPORATION OF AMERICA Chicago, Ill. NewYork San Francisco, Cal.

Radiola
PRODUCED ONLY BY RCA

Vol. VI JUI	NE, 1925	No. 9
Here are stimulators to bo	oost your Summer business	5
A grist of ideas for incre	easing your Summer sales	: 15
Senator Sharp gives his coll	ege boy some straight advice	: 19
Don't be afraid to be radic	al in selling hardware	23
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Knock down a few dollars fro	om the cross-word puzzle tree	: 34
Good paint comes off who vice versa	en it should come off—and By G. L. HEHL	~=
What hardware dealers this chain store	nk about the coming of the	? 41
Editorials Here's a good way to show wrenches. Wall mirrors good bet for small stores Vices of 1925! Making a Summer leader of fencing. Radio broadcasts a message about itself Firm's letterhead made of fish. Novel step-ladder advertising. A pleasing June bride window Hardware dealers run coal mine	A thing or two to think about! A trim that was seen and heard Hammer and Tonge—fast Laught. April puzzle contest winners Cuts sales costs on bolts Customers can test electrical goods The best side of your store	40 43 50 50 82 82
	d Monthly by TTERICK PUBLISHING COMPANY	

#### 912 Broadway, New York

LEONARD TINGLE, Publisher

CARL W. DIPMAN, Editor

G. K. HANCHETT, Managing Editor

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#### **5000 DEALERS KNOW**

## there are quick profits in this strongly advertised specialty

THE steadily increasing public demand for Barreled Sunlight has built up profitable counter business for more than 5000 dealers. Strong national advertising is constantly attracting new prospects for this smooth, washable white paint finish that covers better than enamel, costs less, and is easy to apply.

Stocking Barreled Sunlight does not require a big investment. There is just one color and one grade, in a few sizes from ½ pint to 5 gallons. Dealers find that Barreled Sunlight's unusual qualities fill a real gap in their otherwise complete lines.

Use the coupon to get a free sample can of Barreled Sunlight and complete dealer proposition.

U. S. Gutta Percha Paint Co., 45 Dudley Street, Providence, R. I. Distributors in all principal cities.

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## Good REGISTERED U. S. PAT. 097. Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI

June, 1925

No. 9

#### MEN TO LOAF

What's this world coming to anyhow? One after another of man's sacred precincts is being invaded by women.

A generation ago the hardware store was a favorite loafing place for men. You could tell a story with impunity. But the women kept coming more frequently, so exit the loafers' chairs, the kegs, and the sawdust cuspidors.

And so with other loafing places.

The barber shop was the male's last Main Street stronghold. Here you could swap real stories. You could talk he-things. You could even squint at police magazines.

But lo! the women have stormed it of late. A man feels about as comfortable there now as in a millinery shop. What is there left for the poor male now? What is this world coming to, anyhow?

#### CATERING TO NOSES

Psychologists say that if you hold a person's nose shut and close his eyes and then give him to eat, alternately, raw potato, raw apple and raw cabbage, the person cannot tell which is which.

In other words, taste, as we think of it, is mainly a matter of

smell and sight and, when we eliminate those two senses, our taste is very indistinct and we can't tell raw potato from cabbage or apple.

A great many impressions are made by smell but still more by sight. That's why it is very important to have the odors and sights about the store absolutely right. An odor or a grimy, unsightly wall that you probably "are used to" may drive customers away.

#### T ATMOSPHERE AND WOMEN

It may be well for every merchant to bear in mind that men are not so susceptible to colors and color surroundings as women. Women's eyes have been trained to color through a great many years. They dress in light colors; they are sticklers on home decorations.

Quite naturally, when they come into a store they are conscious of decorations and atmosphere, or the lack of it, that would not attract the attention of the average man. Dark colors, dingy walls and ceilings are forbidding to most women, even though they may go unnoticed by men.

In a Central Western city there is a store which the dealer thinks is pretty well decorated. The woodwork is a dark red—almost a maroon—and during the day, the store has only the usual light

from the front windows. The ceiling is a dark yellow with a green border—a hideous color combination. The result is a gloomy atmosphere which cannot help having a depressing effect on women who enjoy bright colors and plenty of light. Yet this dealer believes his store is well decorated.

#### THE MODERN NOTE IN MERCHANDISING

Most of us think the other fellow knows a lot about our business. Some merchants even think their customers know every item they carry. As a matter of fact you have many items of every day use in your store that many people don't know about.

Take for example the 5-and-10 cent stores—they display everything in stock—even though half of the articles are well known to their customers. The store manager assumes that nobody knows anything about what they carry; therefore, everything must be displayed. That's the modern note in selling.

People don't know half as much about the things you carry as you may think they do.

#### G A MILLION MILES OF WASTED MONEY

Ten billion dollars is a lot of money. It represents the annual preventable waste in industry, says Herbert Hoover.

A dollar bill is seven and onehalf inches long. Laid end to end it takes something over eight thousand to make a mile. Ten billion dollars, then, if laid end to end, would make a line of bills over a million miles long. That's a pretty big expense to charge up to preventable waste.

Some of this waste takes place in the hardware store. Every item of hardware that you can't sell or put to good use helps make up that total.

#### Why he saves Good Hardware

"I save Good HARDWARE copies:

"Because competition is keen.

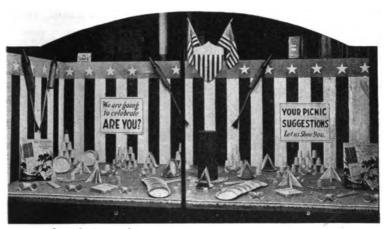
"Because Good Hardware sales stunts suggestions for store arrangement and other unusual helps teaches the way to a better merchandising plan for hardware dealers to combat chain store, mail-order and all other really progressive forms of competition.

"Because a file of Good Hardware copies furnishes a veritably priceless answer to many little problems coming up every day.

"Because its advertisers show 'new items' on its pages and supply valuable sales information on the old ones.

"Because reading even the old Good HARDWARE copies keeps me on my toes, and means more money in my pockets."

-H. M. Etchay, Ernst Hardware Co., Seattle, Wash.



One dealer makes a point of linking his window trims to timely and seasonal merchandise. This Fourth of July display suggests picnic requisites

## A grist of ideas for increasing your Summer sales

Banish the hot-weather slump idea and go out after business

NOT so many years ago it was customary for the hardware merchant to expect dull business during the hot weather months. He sat idly by and accepted a slump in sales. He expected the slump and did nothing about it.

But today all is changed. The live dealer says a Summer slump isn't necessary. What's more, he decides to put forth his best selling effort during the Summer months and roll up a volume of sales. He says it's largely a matter of how you look at it.

Of course some dealers still pooh-pooh and say the Summer slump can't be overcome. The chain stores have learned that, by a little extra sales pressure, Summer months sales can be made to almost equal Spring sales. The department stores

How about the Summer slump? See pages 5-9 and get your supply of sales stimulators.

have also learned how to increase their Summer sales. Just so, the live hardware merchant no longer accepts the bug-a-boo of a Summer slump.

This year, particularly, Summer sales need careful attention. In some sections the hardware business has been a little slow and the merchant who wants to end the year in a blaze of glory must make the most of the hot weather months. He has got to get out and hustle.

Now, if you happen to be one of those who think you can do nothing to increase Summer sales—don't read any further. Sit down and have a nice easy time of it, and watch your business slump. But if you are a merchant with the modern view-

point, there are a lot of things you can do to boost up Summer sales.

We can't begin to tell you about all the things you can do, but the one thing that is necessary, first of all, is pep and a determination to overcome the slump. Get your sales organization pepped up too. Without that all is hopeless.

Following you will find a number of suggestions for increasing Summer sales. You cannot make use of all of them, but by reading them over you may find some exactly suited to your situation—some that will suggest other selling campaigns you can inaugurate. The stunts described have been worked successfully by dealers.

#### 1. Hold a store meeting

A New Jersey merchant says: "Whenever I want to put on Summer selling pressure I hold a store meeting. We discuss plans. Each salesman offers suggestions. We delegate a special

job to each clerk. Then we all go to it—and we generally put it over. As a rule, we give a special bonus to the clerks for selling certain hot weather specials."



Electric, oil and vapor stoves are splendid Summer sellers and can be pushed to good advantage in hot weather



A cracker-jack washing machine window

#### 2. Demonstrate during the Summer months

Many kinds of articles sell largely on demonstration. Every piano salesman knows that when he once gets pianos into the homes of prospects, four out of five of the pianos stay.

The same is true of vacuum cleaners, electric washers and similar goods. This type of merchandise requires salesmanship and demonstration. During the dull Summer months you can turn many prospective sales into orders by a home demonstration.

A New York merchant makes a specialty of collecting a list of washing machine prospects. He finds out the wash day of each. He calls up on the telephone and says, "Mrs. Jones, tomorrow is your wash day. I haven't anything on tomorrow morning so I am going to bring out one of our electric washers and do your washing for you."

In this way he gives many demonstrations and turns most of them into sales.

#### 3. Make advertising work for you

Be sure to put every bit of advertising to work for you. Many manufacturers have advertising features especially designed for Summer use. Turn to the front advertising section, page 5 of this magazine, where you will find a catalog of available features. Check the

ones you can profitably use. Then order your supply on the postal enclosed in this magazine.

All you need do is check the number on the card corresponding to the features described on pages 5 to 9 and mail the postal. Good Hardware will see that you receive the advertising.

#### 4. Household pest brings business



At this time of the year "Swat That Fly" campaigns receive a lot of propaganda through newspaper advertising and manufacturers' literature. The dealer in Ohio who put in the window shown here, which was given over entirely to the display of goods of this class, cashed in on this advertising in the sale of screens, fly swatters, liquid fly killers, and boxes of fly paper.

#### 5. Summer—the time for bargain sales

Every hardware stock has in it some stickers and slow movers. It costs you money to let them lie on your shelves.

A Maine dealer holds his "after inventory" sale for getting rid of these slow movers during the Summer time, when things are a little slow.

He gets all his miscellaneous slow movers into his window and marks them down. He then advertises his sale through the newspaper and handbills. The result is he cleans out several hundred dollars' worth of shelf warmers. He does it at a time when things are a little slow builds up his volume and makes room for salable merchandise.

In that connection it might be well to comment on a bit of selling psychology. Most people are attracted by a low price. When you mark down goods be sure to let your customers know they are marked down. Your signs should read "Regular price \$1; sale price 79c.

It pays to move the stickers.

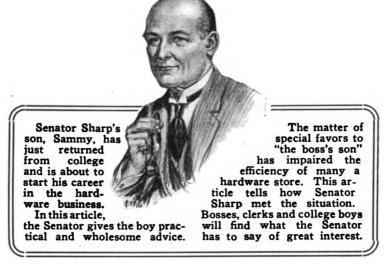
#### 6. Wind blows sales his way

A dealer in Little Rock, Arkansas, had a small electric



fan mounted on the radiator cap of his service car last Summer. When the automobile was in motion, the wind quite naturally caused the fan to revolve. A sign bore this slogan: "Keep cool! Buy your electric fan at Smith's." This helped his fan business.

(CONTINUED ON PAGE 76)



## Senator Sharp gives his college boy some straight advice

Young Sammy, Junior, finds he must make good on merit in his father's store

T was a balmy Sunday evening.

Senator Sam Sharp, leading hardware dealer of the town, was sitting on his front porch smoking a cigar—at peace and at ease with the world.

He was not alone.

Sammy, the Senator's son, occupied a chair opposite his Dad, and the latter, with twinkling eyes, was surveying the youth.

"Well, Son, do you think you are going to like the hardware business?" asked the Senator.

"Yes, Dad, I'm quite sure I

will," replied Sammy. The boy had just returned from college and was to start his career in the hardware business the next day.

Sammy, junior, had been given all the opportunities to which the son of the town's biggest hardware merchant and most prominent citizen was entitled. Contrary to most selfmade men who had enjoyed but little schooling in their youth, the Senator had never rubbed it into his boy by saying: "You don't appreciate your opportunities! I never had your

chance when I was young!"
Instead, he had urged his son
to accept school duties as part
of the general scheme of things
in life.

Sammy, as the lad was called, to distinguish him from his father, Sam, had a clean record behind him. Seemingly the boy was anxious to learn hardware and train himself to eventually take over his father's business. On the following day, he was to start as a junior clerk in the Sam Sharp store and learn the business.

"Son," asked the Senator, "have you any particular choice as to what department you would like to take over?"



"All the hard work and all the dirty work which comes up in the day's routine will constitute a part of your duties in my store"

Sammy laughed: "Don't kid me now, governor. I bet you a dollar to a doughnut you already have instructed Perkins to give me the worst job in the store. You just go to it, Dad! I am game and if you put me to blackening rusty old stoves—why, blackening stoves will be my choice."

The Senator was just a bit proud of the boy's answer. "A chip of the old block," he thought.

"That's the way to look upon life, son," said the older man. "Take things as they come and make the best of the job on hand. I don't want you to have any misconceived notions of your position with the Sharp Hardware Company; this son-of-the-house business carries with it no special privileges in my store.

"You are no more and no less than young Charlie Peet, who started out last week and who is getting \$12 per week—which will be your salary at the beginning. And what's more, young man, it will have to suffice!

#### No extra allowance

"I wouldn't let Charlie come to me and ask for an extra weekly allowance because he has to take Sally to the ice-cream parlor or to the movies. Neither will you be put on a preferred list. Twelve dollars will have to suffice for your personal needs and if you think you can't make ends meet with your wages, you must carn more."

"Say now, governor, don't rub it in," laughed Sammy. "I don't want any special privileges. If I can't make my own way with-



out special help from a rich Dad, I'll quit my job and do dishwashing in a restaurant. I ought to have as much brains as Charlie Peet and Wallace Kinsey and I certainly have as much ambition."

"That's just it; you might have too much ambition and feel yourself superior to the hard work which is connected with the hardware business. I am not indulgent enough to think that my son is an exception to the rule—you college boys often think that you have the world by the tail on a downhill pull and that your lily-white hands are too tender for hard work.

"Yes, I confess that I told Perkins to put you through the mill with no favors shown. Just now you are on a par with the lowliest clerk in my store; all the hard work and all the dirty work which comes up in the day's routine will constitute a part of your duties, and I don't want any whimpering.

"I had a sneaking notion that you would want a place at a desk, where you could 'direct' things, and ask for the management of the sporting goods department and support your application with the claim that you are eminently fitted for this kind of work. You like baseball and football and you are a bear on hunting and fishing. It would have been only natural for you to make a strong plea to have the sporting department taken out of its rut and brought to the prominence which it deserves.

"Doggone your hide, kid, you spoiled the finest speech I ever

(CONTINUED ON PAGE 55)

## Here's a good way to show wrenches

This display is a rapid fire seller of wrenches for Duncan & Goodell, Worcester, Massachusetts.

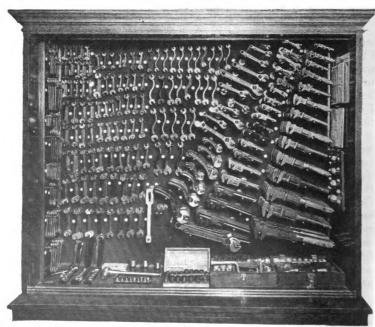
The mechanic appreciates this "wrench for every purpose" display. The auto owner or the handy man about the house can select the wrench he wants without having to betray an ignorance of trade names. Besides, all Duncan & Goodell customers see these wrenches—they can't help it. And therefore the display leads many a man to it. Once he takes a needed wrench in his hand, he buys.

The depth of this case permits the orderly showing of complete lines of wrenches and carries the sales stock in less space than it would take on shelves.

## Wall mirrors good bet for small stores

To enhance the appearance of a small store, use mirrors.

They give an atmosphere of room—and create an illusion of much greater space than is actually available. Large mirrors are always better wall decorations than pictures or calendars and they help make the store lighter, as well.



This display sells wrenches. The customer doesn't have to know names—he can point to the one he wants

## Don't be afraid to be radical in selling hardware

Do things that are needed but which your competitors aren't wise or nervy enough to do

#### By A Successful Hardware Dealer

Are hardware dealers too dignified — too conservative? Should they be more radical?

Here's an interesting story of a dealer who, by radical methods, built up a small fortune and increased his business from \$50,000 to half a million.

He tells the story himself.

This merchant is widely known throughout his State, but because of his modesty he requested GOOD HARDWARE not to use his name.

You will like his article.

I'M not going to tell you who I am. You'd say I was boasting if I did. But by way of introduction let me say that I am still a young man. In my short business career I took an ordinary hardware store of \$50,000 volume and built it up to about half a million.

My friends say I did it by being radical.

Now don't get me wrong— I'm not a Red nor a Socialist. In that sense I'm not a bit radical; rather, I am a conservative. But when it comes to hardware, I may be a little radical. Being radical has made me money. I actually believe that hardware dealers are entirely too conservative.

#### It means more money

They'd make more money if they were radical—as my friends say I am.

Being radical doesn't mean, as some folks seem to think, being wild, grotesque or silly. A retail merchant, for instance, under the impression that he was doing something radical, might make a practice of standing on his head in his store window every noon for ten minutes. He would, without doubt, arouse curiosity and attract a certain amount of fleeting attention. People would stop, look, laugh and label him a fool. Instead of drawing trade, he would be apt to lose some of what he had.

It's a poor policy to become radical merely for the sake of being radical. If you can't be logically radical, you're better off remaining strictly conservative. But if you do remain strictly conservative, you stand

## These men won out by being radical



WANAMAKER WAS RADICAL He was radical in his store advertising — introducing a new style of copy. He built one of the largest retail mercantile establishments in America.



HENRY FORD WAS

He took automobiles out of the luxury class and placed them within the financial reach of millions of people. Ford blazed the trail for lowpriced cars and became a multi-millionaire. an excellent chance of passing into the discard.

I know of one hardware dealer in the Middle West who was among the first to think of adding auto tires and auto accessories to his stock, but for some time he did nothing but mull over the idea. He was afraid to try it out. Finally he mentioned it to a real estate dealer.

"That's a crazy idea," the real estate man laughed. "And if you try it you'll be the big joke of the town. When people want new tires and other auto parts they know where to go—to the garage. If you put in that sort of stock it'll look as if you are trying to hog everything, just as though you suddenly got a fool notion to put in drugs and groceries. Stick to your own game, otherwise some of your regular customers may quit you."

That argument put a damper on the hardware man's idea and he forgot the matter—forgot it until a year later, when he took in, as a partner, his brother-in-law, named Tom. Two days after the partnership was formed Tom suggested that they add auto tires and other motor accessories. His brother-in-law repeated what the real estate man had said, to which Tom replied:

"A lot I care what he thinks, or what some others may think. If we have what people want and offer it to them at the right price they'll come here as quick as any place else. It's up to us to get them to come. We'll put in tires and other auto accessories and make that garage bird hustle for future business."

Well. Tom won out and the

tires came in. What's more, Tom had two large signs painted and erected on two different roads leading to the town. The signs informed motorists of the grade of goods and service they could find at the store. Today Tom and his brother-in-law are doing three times the amount of auto business the garage used to do; the garage has increased its own business 100%, while the only other hardware store in town is making a nice little profit yearly from the same line.

The best way for a hardware merchant to be radical is to find out the kind of articles and service the people living in his trading area need, but haven't got. Of course, it's much easier to discover these things than to sell them. But once a dealer learns about them he should be able to devise methods to sell them. However, before he can hope to land buyers, he must first convince his prospects that it is to their own interests to purchase these items, and unless the dealer can offer logical and convincing reasons he might just as well avoid trying to do radical things.

Nine times out of ten, the chief obstacle that a dealer in a farming section encounters is habit, and habit is one of the hardest things in the world to break down.

To break down habit you've got to use strong methods. You've got to go right out to the farm and demonstrate your goods. You've got to show the practical points of your products and how they will save time and money.

(CONTINUED ON PAGE 58)

### Some hardware dealers



WILBUR WRIGHT WAS

And so was his brother, Orville. People said men couldn't fly in heavier-thanair machines. The Wright boys said "nothing is impossible." They proved that men could fly.



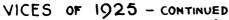
#### WOOLWORTH WAS RADICAL

He made use of simple, open displays and placed goods on tables and counters where people could see and handle them. Woolworth pinned his faith on nickles and dimes—and won out.

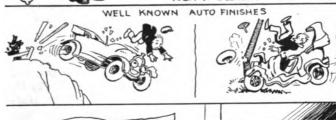
## VICES OF 1925!

BRIGHT SPOTS FROM THE HARDWARE REVUE











AND DON'T FORGET TO SHOOT ALONGA FEW WISE CRACKS AND FUNNYDUMS
FOR THE "VICES". TWO BUCKS APIECE
IF WE CAN USE EM. SEND CARE
"GOOD HARDWARE," 912 BROADWAY, HY CITY

## Here's to the unhonored heroes of the hardware world—the women!

In the dull routine of stay-at-home tasks they carry on patiently and bravely

#### By A Traveling Salesman's Wife

WHEN it was first suggested to me that I write a little article about the traveling man's wife, I was very much surprised. I was surprised not only at anyone's thinking that I, a traveling man's wife, could write anything that would be of any interest to the readers of Good HARDWARE, but I was surprised

even more so at the title suggested for the article: "The Unhonored Heroes of the Hardware World."

It had never occurred to me that there was anything heroic about us who stay at home. Probably the majority of men will still fail to see anything heroic about us, or anything to

In this busy commercial day, we sometimes forget the unhonored heroes of the hardware world—the women. Do we pause long enough to pay them the respects they are entitled to?

When a traveling salesman enters the store, we sometimes forget that back home there is his wife and maybe there are some kiddles as well. These have a part in the drama of hardware.

The women are the ones who keep the home fires burning. They are the ones who lend a support that enables business to carry on. They glory in our success. They sympathize with us in our failures.

At our conventions, we have little to say about women—and the rôle they play. In the trade press we rarely see them mentioned. Are they not really entitled to some of the glory?

This article is a tribute to women—the unhonored heroes of hardware. It is written by one of them—a traveling salesman's wife.—The Editors.

write about. But on thinking it over, I am sure that, even if I personally cannot claim much of this honor and credit for myself, my life being easier than that of many a traveling man's wife, there is still a lot to be said along this line and that

women should have the credit and honor rendered them which is their due.

The average traveling man thinks he has a verv hard life. He does-I admit that. He will tell vou that he has to take early trains; that has to stay places where the beds are poor and the food worse; that he is away from his home and family the greater part of the time and that it is a dog's life.

This may be true for some of the men a part of the time, but, on the other hand, will you show me anywhere a class

of men who, as a whole, enjoy themselves as much or get as much out of life as the traveling man? He goes from place to place, renewing old acquaintances and making pleasant new ones, and part of the time he stays in *nice* places and has meals that the wife at home,

tired and sick of her own cooking, would love to have for a change.

This keeps him young, and even though he covers his route with regularity, there is not the deadly monotony of staying in the same place all the time and

doing the same jobs over and over in the same way, day after day and week after week, thus making life what someone has called "one demnition grind."

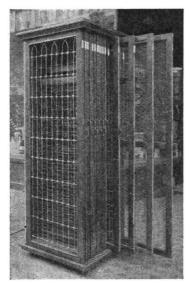
Such a grind makes the wife of the traveling salesman grow old and careworn. and why shouldn't it so? Her husband on the road has no fires to tend. no house to sweep and dust, no children to care for and stay up nights with when they are young or sick. His wife has all of this to do, and in addition she has the

they are young or sick. His wife has all of this to do, and in addition she has the care of ordering supplies for the family, her husband's laundry to send out or do herself, his clothes to keep pressed, the banking to attend to, bills to pay and a thousand and one other things that demand attention. Then, too, she must see that the house is shin-

(CONTINUED ON PAGE 69)



A photograph of the author of this article. She is the wife of a traveling salesman



Sell more fencing! Here is a frame with sliding panels that show samples of wire fencing for lawn, stock and poultry

## Making a Summer leader of fencing

What do you think of the wire fencing display shown above? Doesn't it look like a time saver? All you have to do to show a prospect what kind of fencing you can supply is to pull out a few of these sliding panel fence samplers.

Notice the slats nailed on the frame, top and bottom. They form the grooves that act as guides.

Then there are narrow strips tacked on the ends of the panels. They are the tongues that slide in the grooves and hold the panels in place. The two outside panels don't slide, of course, because they are the

sides of the frame and rigid.

This dealer has his display out on the sidewalk so passersby can do their own fence sampling. This seems like a helpful way to boost your sales, especially during the Summer.

## Radio broadcasts a message about itself

The June gift season is the high spot of the Summer radio market.

From Dayton, Ohio, comes this special way of broadcasting.



The dealer had a card lettered and showed it as though the message were coming out of the loud speaker.

#### FOUND-A NEW IDEA

Someone once said that there was nothing new under the sun. Ray Hoppman, who draws cartoons for GOOD HARDWARE, says 'there is—and he proves it.

On page 48 of this issue you will find "Terse Verse." This is something new. You will like it every month in GOOD HARDWARE.

## Firm's letterhead made of fish

Examine the picture below carefully and you will see that each of the letters in the words "Godfrey Bros." is composed of fish.

## Godfrey Bros

By this clever arrangement on letterheads the Godfrey firm, which is located at Seaside, Oregon, calls attention to the fact that its store is headquarters for fishermen's supplies and sporting goods.

Are you making the best possible use of your own letter-heads?

## Novel step-ladder advertising

A novel way of advertising step-ladders was conceived recently by one Eastern hardware firm.

Instead of offering the ladders complete for a certain price, this



How do you sell your step-ladders? At a lump price or so much a foot?

store advertised them at "50c a foot."

The phrase caught the fancy of housewives busy with housecleaning and many sales resulted.



## A pleasing June bride window

Lattice work trimmed with artificial flowers always makes a pleasing effect in display windows. There isn't much to say about the trim pictured above except that it features the June bride. It is therefore timely.

The lattice work effect centers in a doorway, in which a doll dressed as a June bride is standing. Grouped about the window are suggestions for attractive and useful gifts.

## Getting the most out of dealers' helps manufacturers send you

How a Boston store is making use of circulars and advertising matter to build up trade

THE use and care of advertising helps," says D. F. Barber, of The Chandler & Barber Company, Boston, Mass., "is a subject which has concerned us a good deal and we have given considerable thought and attention to it.

"We have long been of the opinion that manufacturers' 'helps,' which are sent to the dealers to assist in the sale of their product, have not been carefully cared for and these cir-

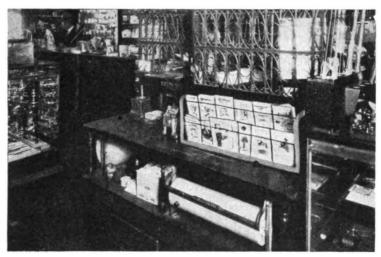
culars have not been given out as thoroughly as they should have been. When a dealer considers what it would cost to print booklets of his own, he certainly should use great care to see that those the manufacturers send are distributed carefully.

"We have felt that in the first place these circulars should be cared for properly and if they were defaced or dirty they should not be sent out.

"For keeping these circulars



The Chandler & Barber Company, Boston, sets aside prominent shelf space, available to every one in the store, where dealer helps are cleanly and carefully stocked. You will find the system described in this article



In various departments of the store are glass front displays for keeping circulars handy to enclose in letters, statements and packages

we tried drawers, but generally they became crowded and got into bad condition through the opening and closing of the drawers. We finally evolved the scheme of classifying these circulars as follows and putting them on shelves:—

"Tools.
"Domestic Appliances, such as vacuum sweepers, carpet sweepers, thermos bottles, etc.
"Cutlery and kindred articles.
"Seeds, agricultural appliances and

### WHAT'S YOUR SYSTEM?

How do you keep the dealer helps furnished by manufacturers? How do you keep them clean?

Have you worked out any stunts for distributing them?

Read how The Chandler & Barber Company does it. Then write GOOD HARDWARE a letter telling how you do it.

garden tools, which include sprayers, fertilizers, etc.

"Paints, varnishes, etc.
"Builders' and garage hardware.
"Automobile and radio sundries.

"Then we have a shelf or two for seasonable things like Christmas circulars, which are gotten out in colors and usually are for only that period.

"We also have a shelf for circulars on skates, snow shoes, skis, etc. These are generally changed about so as to be out of the way during the 'off' season.

"On the front of the shelves we have boards 3%" or 1/2" thick and these are stained oak to match the shelving and contain a screw eye (No. 110) about 6" from each end and then into the edge of the shelf we put a screw hook (No. 112). These boards are then hung to these hooks so that most of the dust is kept out and while this is essential, per-

(CONTINUED ON PAGE 72)

### Knock down a few dollars from the cross-word puzzle tree

Another contest, with \$25 in prizes, offered to test the skill of Good HARDware's readers

JOME on, boys, get under the cross-word puzzle tree and knock down a few dollars.

This month, the rules of the contest are the same as last, except that we're going to ask you to tell us in one sentence why you read Good HARDWARE advertising.

Simply fill in the correct words on the puzzle diagram, tear out the page and mail it to us with your statement on "Why I read the advertising in GOOD HARDWARE."

The contest closes June 30, 1925, and in case of a tie, where two or more contestants send in correct answers, accompanied by the same winning sentence, the full amount of the prize shall be paid to each.

Remember that we offer:

A first prize of \$10 A second prize of \$5 Ten prizes of \$1 each

If you don't wish to cut your copy of Good Hardware, just

Prize winners in April contest will be found on page 50. Winners of this month's competition will be announced in the August issue.

make a rough copy of the dia--gram of the cross-word puzzle on another piece of paper and fill in the words on that. not copy the definitions.

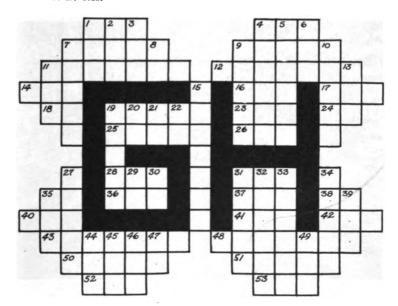
This contest is open to all hardware merchants, clerks, jobbers' salesmen or members of their families. Address Puzzle Editor, Good Hardware, 912 Broadway, New York City.

#### (Horizontal)

- 1. You sell spears to get this fish.
- 1. It is spears to get this hish.
  4. A flap.
  7. A manufacturer of a man's barrow.
  9. A breakfast drink.
  11. The manufacturer of "Northwind" fans.

  \*
- 12. A city on Lake Michigan.
  14. An important part of the name of a manufacturer of washing ma-
- chines.\*
- chines."
  16. A drink, now diluted to less than 1/2 of 1%.
  17. Part of the verb "to be."
  18. Letters standing for "Debit Note."
  19. The invention over which you enjoy the "Eveready Group" every Tuesday.
  23. Not hunery.
- 23. Not hungry. 24. That is. 25. Not over.

- 26. Before.
  28. The "I" which thinks, feels, acts.
  31. The highest card in the deck.
  - Therefore.
- 36. Product of E. C. Atkins.\*
  37. Turf.
  38. Letters standing for
- Letters standing for "Inspector General."
- 40. First part of the name of a border river of the U. S.
- 41. Prefix, three.
  42. What the army sergeant calls his
- automatic.
  The name of a manufacturer of "Better-Cost less" Radio.
- 48. Narrow pieces of silk. 50. Let up, relieved.



- 51. Small brooks of running water.
  52. Initials of a manufacturer of lan-
- terns.
- 53. What Edward is sometimes called.

#### (Vertical)

- To barely get a living.
   To make a mistake.
   First part of the name of a California city.
- 4. Worker.
- 5. Consent.
- 6. Large snake.
- 7. Correct.
  8. Negative.
  9. Rub.
- 10. Another time.
  11. The finish.

- 13. Raw metal.

  15. Part of the name of a manufacturer of garbage and ash cans.

- Measuring tools used by carpenters.
   Article of speech.
   Degree, Doctor of Divinity.
   That is.

- 27. Prominent manufacturing (one firm makes heaters, the other makes push pins).\*

  29. A South Atlantic State (abbr.).

  30. Expression of pain.

  31. To be about.

  22. A maker of house letter-boxes.\*

- 33. Eatable.
- 34. Written cards used in the store to tell customers about goods.

  35. Word used to send a dog after any-
- thing.
- 39. Word used in the name of the company that manufactures the "Kitchen Kook."
  44. Used to row a boat.
- 45. A compass point.
  46. Made to follow by leading.
  47. Editor (abbr.).
  49. Not new.

Adv	ertised	ın	this	issue	ot	COOD	HARDWARE.
-----	---------	----	------	-------	----	------	-----------

Name					
Firm employed by					
Address					
Why I read the advertising in Good HARDWARE.					



J. W. Rhoades and his son, of Point Pleasant, West Virginia, not only own this hardware store but they operate a coal mine as well. A telephone line connects the store and mine

## Hardware dealers run coal mine

A hardware store and a coal mine is a rather peculiar business combination, but J. W. Rhoades & Son, of Point Pleasant, West Virginia, say it is a winner.

This innovation was made by the store five years ago at a time when business in the hardware line was dull. The elder Rhoades had been a coal miner and at one time had owned a coal mine. He knew by experi-

Pages 5 to 9 will help you increase your Summer sales. Mail the postal! ence that there was money in the coal business and he figured that his hardware customers would also become coal customers.

That he figured right is shown by the fact that during the Winter months the coal customers who order at the store are almost as numerous as the hardware customers. "You may also send me a load of coal," is included in a very large per cent, of the orders that come into the Rhoades store.

The elder Rhoades manages the coal end of the business, and is at the mine much of the time supervising digging and loading. A telephone running from the store to the mine enables the younger Rhoades to send in orders that are left at the store.

The coal mine has more than doubled the store's volume.

## Good paint comes off when it should come off—and vice versa

A few facts the hardware merchant can hand complaining paint customers

#### By G. L. Hehl

It sounds like a paradox to say that, under certain conditions, good paint will come off and poor paint will stay on. In this article you are told how this happens — and that this fact is the cause of many nasty paint complaints for the dealer.

If you understand the laws governing chemical actions and reactions when paint is applied, you can steer your customer right and avoid many complaints.

G. L. Hehl, the author, is a technical paint man and one of the best authorities on paint in the country. Every man in your paint department will want to read what Mr. Hehl has to say on this important subject.

OT so long ago I was called on to look at a house. The paint had blistered and cracked. The dealer was upset. The property owner was indignant. Both said it was rotten paint.

Have you ever had such an experience?

The job was examined very carefully. I soon found the trouble was not with the paint. What happened was the application of a good paint over a porous and wet surface.

As a result of the investigation the dealer and the property owner were given certain facts, which enabled them to realize "why good paint must be handled properly to give satisfactory results." You and your paint department men, too, are



interested in knowing these facts. If you understand them you will be able to avoid many paint complaints.

Unpainted and poorly painted wood takes up moisture very readily. Then, also, we all agree that wood containing moisture will swell. When such wood dries out again, it shrinks. That expansion and contraction go on more rapidly and oftener than is generally supposed.

#### Moisture in wood

Wood not only takes up moisture by contact with actual water, as in rain or snow storms, but it breathes in moisture from the air, often in fairly good quantities, when the humidity is high.

Very complete tests by F. L. Browne, of the United States Forest Service, made on about 18 different types of wood, prove that the amount of swelling, for a certain increase in moisture content, varies for the different woods, and the swellings do not all run in the same direction.

This swelling and shrinking must set up internal stresses, which develop into checking, splitting and warping.

This action certainly is aggravated when your clapboards remain unprotected, since another factor of strain is involved by having the boards held in position by nails. This makes it impossible to even permit a uniform swelling, and the consequence is a pulling out of nail holes and a cracking at the end of the boards.

Now, then, here is where your paint comes in. Paint acts as an equalizer. It does not entirely prevent water from getting to the wood; it does not water-proof it, in the strict sense of the word; but it retards moisture.

#### Make this test

Prove this for yourself. Take a tin panel, coat it with mercury by rubbing a few drops of quicksilver over the panel and then apply several coats of linseed oil paint, allowing about a week between coats.



1. During damp weather the exposed pores in the wood of a building become filled with moisture. The pores may be too small to be seen

2. If you paint over such a surface you seal the moisture in the pores of the wood. You might say the moisture is behind the paint film

Cut off the film from the panel. This is easy to do, as the mercury keeps the paint film from adhering to the tin, but does not prevent it from drying.

You can now make a bag out of the paint film. Fill this bag with water and see how long it takes the water to go through. Some water does go through.

In the case of painted wood, some moisture will finally permeate the paint film, but the rate of penetration through the coating will be retarded enough to allow an equalization of the moisture content of the interior fibre of the wood and surface.

#### Beware dampness

Right here you will see a very important reason for not painting after damp weather, or over damp surfaces, for the paint film not only retards the moisture going in, but also retards moisture coming out. If you have a damp wooden surface coated, and heat is directed to that surface, as by the Summer

sun, the moisture generates so much force and pressure that ordinary exhalation of the paint film will be too slow and finally your film is pushed off or lifted in the form of blisters, or is actually ruptured, as in cracking.

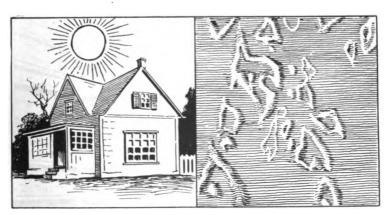
#### Proven by time

The above statements are not the mere theorizing of any one individual or concern, but are facts proven time and again by eminent authorities in the paint research world.

Many consumers of house paint seem to feel that if they buy the best quality, they should have no trouble at any time.

Let's consider this a moment. Your experiment with the linseed oil paint film has proven to you that good paint actually retards water. Now then, if that paint film had only half as much oil in it as the good quality paint, can you not readily conceive of the water going through that film much faster? Sure you

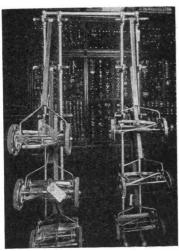
(CONTINUED ON PAGE 70)



3. When the hot Summer sun comes out, the moisture vaporizes and swells up. It forms a pressure from within against the paint film

4. In the case of a poor (porous) paint, the moisture passes through the film. If the paint film is good and taut, the pressure raises it in blisters





Customers don't have to stoop to examine the mowers shown here

## When fat men won't stoop for mowers

"The coming of grass each year is the signal for our lawn

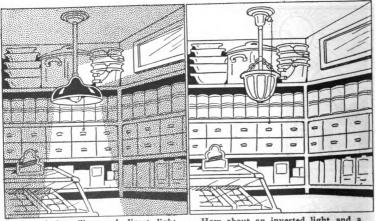
mower display," says one merchant. "Then we bring out the fixture that is illustrated, and bolt it to the floor in the front part of the store where our other lawn and garden supplies are on display.

"We used globular pipe fittings to construct this hanger, then painted it with aluminum paint for effect, and the display was unusually attractive.

There are other good points about such a hanger besides that it puts the mowers on view and sells them. The elevation makes it easier for purchasers to inspect the working parts.

This makes a decided hit with the heavy fellows. You know a lot of fat men have a hobby of mowing their lawns because it is excellent reducing exercise. So, if you want to get in on their patronage, don't expect 'em to stoop, especially on a hot day when stooping is an effort.

### A thing or two to think about!



If a dark ceiling and direct light leave your stock in the dark

How about an inverted light and a white ceiling to reflect the light?

## What hardware dealers think about the coming of the chain store

All retail merchants should unite in a master protective association, says one writer

YOU seem to be the only one who realizes that the chain hardware store is coming," says a merchant of El Paso, Texas, to Good HARDWARE. He then launches right into the subject by asking several pertinent questions, each of which has a bearing on the chain store problem. This merchant inquires:

"Do you think that in a short time, the auto will force everything on a cash and carry basis?"

"Do you think the parking problem will force the retail stores out of the high rent districts into the residential sections where there is parking space?"

Good Hardware has received many comments from hardware merchants the country over on its series of articles on the "Million Dollar Hardware Chain." The comments range all the way from "Do you know where a hardware chain can be financed?" to "Your articles on the chain store ought to wake up the dealers."

As is to be expected, some comments are uncomplimentary, but most merchants thank Good HARDWARE for sounding the warning of an impending danger.

We cannot publish all of the

letters and comments received, but we have selected two that you will enjoy reading.

Salamanca, N. Y., April 25, 1925. Dear Sir:

Is the chain hardware store going to put me out of husiness?

We have refrained from writing on this subject for some time, as we were waiting to see what we would hear that others would have to say.

The idea does not alarm us any; in fact we think the hardware chain might be a good thing, the same as the mail-order houses, the glorified peddler and some other agencies that have been in existence for a long time.

We do not believe the chain is going to put us out of business, but rather it is going to put more pep and initiative into our own make-up. Competition is the life of trade, so we cannot see that there is any cause for alarm, neither is there any reason for us to help the thing along. Rather, we should beat them to it by fortifying ourselves as best we can by all the helps we have at our command through our hardware associations.

The mail-order houses have been

Will Summer sales be brisk in your town? See page 5. Get your Sales Stimulators!

in existence for a good many years and we cannot see that they are a menace to the man who is up and doing. They get more for quality merchandise than the local dealers do simply by describing the article more clearly than the average deal-

er has been doing.

What we are doing is following up every new line of approach to the prospective customer. The methods we used five years ago would not work today. We have to be progressive and keep in the procession with the rest to get our share, and we will get out of our business just what we, in proportion, put into it in the way of service to our customers.

#### Healthy business growth

We have a copy of one of the large mail-order house's catalogs on our desk and in going through this we do not find that it sells any less, quality considered, than we do. In fact, many of the items cost more.

What we believe in is service, and for a long time have used as our motto. "QUALITY—PRICE

-SERVICE."

We started in the hardware business 10 years ago in a very small way and have gradually worked up to a fair-sized business and are on what we call solid footing. We do not worry about what the other fellow is going to do, but on the other hand, we are not asleep at the wheel. We believe we get about all that we put into our business.

Just now we are directing our attention to "direct by mail" advertising, but so far have not had an opportunity to see the results, having just started this form during the past month. However, we expect, by well-directed advertising, that we will undoubtedly increase our sales.

The idea seems to work wonders in larger fields and has, in a good many cases, shown very satisfactory results in local advertising.

We enjoy reading Good HARD-WARE and could not afford to miss a single copy.

-DIETRICH HARDWARE CO.

The Meek Mercantile Company of California advances an interesting idea, suggesting that all the retail trade associations combine into a master organization of protection and cooperation. This is what it writes:

We have read your "Is the Hardware Chain Store Coming, and How Will It Affect You?" and think it a very worth-while subject to discuss, and a subject which should interest every independent merchant.

A chain store of any kind does not affect such institutions as ours to any great extent. We are situated in a rural, mountainous district, which is too small for the operation of a chain store. Of course, once in a while some of our residents motor to the neighboring larger towns and there they can patronize a chain store, but the percentage of business which we lose through that channel is comparatively small.

However, we are very much interested in the subject for another reason, viz.: we class chain stores and mail-order houses in the same line, and, inasmuch as the mail-order house is a menace to all independent merchants, we feel that every merchant should join in an association or alliance to stand together in these matters in an endeavor to prolong the life of and promote the general prosperity of our independent stores.

#### Co-operation needed

As the situation now stands, there is a tendency for merchants who are not bothered by chain stores (but by mail-order competition only) to stand aside and let the city stores combat with the chains as they see fit, and vice versa. The city store is willing to let the rural stores combat the mail-order evil as they see fit. Now the consolidation of the two and general co-operation would greatly promote the interest of both factions and it is for this co-operation that

(CONTINUED ON PAGE 66)



To sell bird cages, a bird, borrowed from a bird store, was put in each cage and the window transom was opened so that the bird music could be heard outside

## A trim that was seen and heard

In displaying bird cages, a Cincinnati, Ohio, store appealed not only to the eyes of passers-by, but to their ears, as well.

The sides of the display window were enclosed in panels of clean white wallboard, sectioned across with brown stripwork.

#### Sylvan effect

To this wallboard were wired great branches of evergreen, brought by the store deliveryman from the woods on the outskirts of the city.

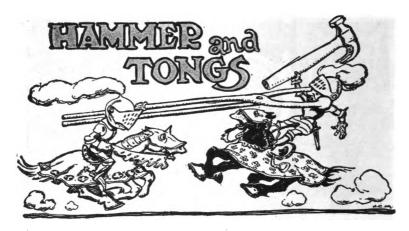
Out from the wallboard small, strong, wire brackets were hung and bird cages suspended from these.

Other cages were placed on small protruding shelves and on the floor where space afforded. An arrangement was made with a near-by bird-store to borrow birds for the cages and, in payment for the exchange, to sell both birds and cages to persons desiring them.

A transom over the window was opened that the bird chorus might catch the ear of every passerby.

A round sign proclaimed the minimum price of the cages.

The postal which is enclosed in the front part of this month's issue is intended to help you increase your Summer sales. Turn to page 5 and take advantage of the opportunity offered.



#### WANTED THE ACCESSORIES

The Butler: Madam, your car waits without.

Mrs. Newlyrich: Send it back to the garage. I won't use a car that is without anything.

#### FOUR WORDS

Just four little words Well worth a try: These four little words-"Ask—'em—to—buy!"

#### MALE AND FEMALE

Horner: What do you do when your wife grabs the sporting page?

Corner: Oh, I read the dress-

making column.

#### WILLING TO HELP

The following sign appeared in a recent display window:-

Why
KILL YOUR WIFE?
Let Electricity do it!
We'll Help! Electric Supply and Fixture Co.

#### HE CAME WITH HIS TRUNKS

"I liked that young fellow you were with the other night, so I asked him to dinner this evening," said the hardware merchant 44

to his daughter. "I told him to drop round in his business clothes."

"Oh, father!" said the girl, "he's a swimming instructor.

#### COMPARING RECORDS

Barney: I got 16 miles out of

a gallon.
Tipsy: That's nothing; I just got a good headache out of a pint.

#### WROTE A MOUTHFUL

The boss recently received a letter from one of his clerks who was on a wedding trip: "I am sitting by the Niagara Falls, drinking it all in."

#### SOME FISH!

First Customer (describing a catch): The trout was so long-I tell you I never saw such a fish!

Second Customer: No. I don't suppose you ever did.

A well-informed wife is one who knows that razor blades are useless after she has trimmed her corns with them and a wellinformed husband is one who knows that hairpins are useless after he has cleaned his pipe with them!

### Now Hear Radio Music Better Than Ever Before

By the end of this year, we expect to see the beautiful new Crosley Musicone replace at least half a million of the best of present-day radio reproducing devices.

For the Crosley Musicone, designed and built on entirely new principles, covered by basic patents issued and pending, reproduces music and the speaking voice true to life—

Without distortion, extraneous overtones, resonance vibrations or other horn noises;

Over the entire musical scale, from lowest to highest notes, on any instrument:

Without overloading; and without chattering, because its diaphragm is a floating cone;

Without adjustments, or addi-

tional batteries; Without directional properties or a horn;

And at a price that is revolunary.

Ten thousand radio dealers are now displaying the beautiful Crosley Musicone.

Order Crosley Musicones from your jobber today. Here is one of the fastest profit-making radio devices on the market.

Crosley owns and operates sta-tion WLW, Cincinnati, the first remotely controlled super-power broadcasting station.

The Crosley Radio Corporation 648 Sassafras Street Cincinnati

owel Crosley, Jr., President



#### Guarantee

Dealers are authorized to sell the Crosley Musicone on five days' trial in your home. Satisfaction guaranteed or money refunded upon return. Crosley manufactures receiving sets which are licensed under Armstrong U.S. Patent No. 1, 113, 149, and priced from \$14.50 to \$65, without accessories.

Add 10% west of Rocky Mountains.

The Crosley Musicone is artistically beautiful—an ornament in any home. Write for complete description.

#### WILLIE'S WONDER GROWS

"Paw, do they punch holes in the wire to let the air in or to keep flies out?" "What holes?"

"Holes in screens."

"They don't punch holes in screens.

"Oh, then they sew the wire around the holes?"

"You go to bed, Willie!"

#### HE OUGHT TO KNOW

Foley: What makes you so sure that you cannot afford to own a car, old man?

Bowles: I have one.

#### TRIPLE ENTRY

Hardware Dealer (to applicant): I am inclined to give you the position if you understand double-entry keeping. Applicant: I do indeed! At my

last place I had to do a tripledouble-entry—a set for the active partner, showing the real profits, a set for the sleeping partner, showing small profits, and a set for the Income Tax officials, showing no profits.

#### PLENTY OF TIME

"Are you going away?"

"Yes, to Europe. "By which ship?"

"By airship."

"But there is no airship service."

"There will be by the time my wife is ready."

#### COW-BAIT

Young Lady (on first visit to Western ranch): What is that coil of rope for? Cowboy: That rope, lady, we

for catching cattle horses.

"Oh, indeed! And what do you use for bait?"

#### WASN'T INQUISITIVE

Pat: What made the horse kick

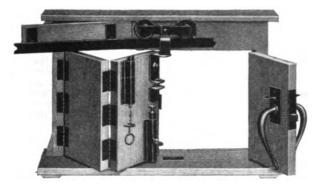
Mike: Faith, Oi niver asked him.



"Ain't Love Grand?"



The Easy-Working, Sliding, Swinging Combination



#### Garage Door Set No. 806

Model shows every piece of set in OPER-ATION. Catches the eye of customers and is of great value in boosting sales. Get one working for you.

### A Popular and Profitable National Seller

It is the Easy-Working, Smooth-Sliding and Swinging Combination; the essiest to sell; the essiest to operate. Absolutely no binding or friction. A slight push swings doors open or closed.

A very popular feature is the separate hanging of one door. It can be opened or closed without disturbing the other two. (See picture 1 and model.)

Absolutely weathertight. Snow and Ice CANNOT interfere with amooth operation of this set. Adjustable feature allows for swelling or raising of floors and prevents sagging and binding of bottom.

Nest and attractive in appearance; highest quality throughout, this set retails at a price that makes it the most economical with which to equip garage doors efficiently. The profit is excellent.

#### National Manufacturing Co., Sterling, Ill.

Your profit is better on the National line. Send for Catolog No. 19. Natienal

National sells direct to the dealer only. This means prompter service on shipments.

#### BUILDERS' HARDWARE

To answer an advertisement, tear out page and pin to letterhead



#### TERSE VERSE

#### BY RAY HOPPMAN









#### **ASKING TOO MUCH**

"Where is the electrical de-partment?" asked the flapper.

"Just walk this way, miss," said the hardware clerk, who was bow-legged.

"You fresh young thing," said the girl. "I'd die first."

#### A REGULAR VISITOR

The street-car was crowded. "Look, mummy, look!" squealed little Freddie, as a passenger took a seat opposite. "There's the man who comes every week for the furniture money.

#### AN EXPERT

Credit Customer: I'm not the worst liar in town.

Merchant: On the contrary, you are the best.

#### LIKE MOST WOMEN

Bachelor Clerk: Does your wife pick all your suits for you? Married Clerk: No, she only picks the pockets.

#### WHO WON?

"The boss and I had it out today."
"How out?"

"Out loud!"

#### WORK PLENTIFUL

Guest at Farm: Your boy, Josh, says he's going to town to seek employment.

"Yes," answered Farmer Hay-seed. "I don't blame him. Everybody feels occasionally like get-tin' away an' looking fur work 'stid o' stayin' where he knows it'll be waitin' fur him regular."

#### PROOF

"See the dollar I found!" said Bobby.

"Are you sure it was lost?" asked his father.

"I know it was," answered Bobby. "I saw the man in the store looking for it!"

### \$2 for jokes

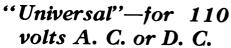
Turn to the "Vices of 1925" on pages 26 and 27. If you can think of some clever situation, pun or smart saying relating to hardware stores. GOOD HARDWARE will pay you \$2 for each one accepted for "The Vices." We don't want jokes of the type used in "Hammer and Tongs" -study "The Vices" and you will see what we are after. No manuscripts intended for "Vices" will be returned. Address The Vices Department, GOOD HARDWARE, 912 Broadway, New York, N. Y.

Fans That Have

### MADE GOOD for TEN SEASONS



8-inch and 10-inch



Fans guaranteed by a factory with thirty years of fan making experience—makers of Emerson Fans—a guarantee that builds confidence and sales for these popular priced fans.

Stock Northwinds — the 8-inch hustler, and the 10-inch oscillator—for quick sales at a good margin of profit.

Send for book "Profits on Fans," giving complete information about the Northwind line.

100 Northwind Distributors! Write us for name of nearest.



#### 8-inch Northwind

Finished all over in light mat brass. 2-speed switch in base. cord and plug. Can be used as a wall fan.

List Price, \$7.50

#### 10-inch Oscillator

3-speed switch in base; adjustable oscillating mechanism. Base and body dull black; blades dull brass. Cord and plug. Can be used as wall fan.

List Price, \$15.00



## The Emerson Electric Mfg. Co. 2018 Washington Ave.

50 Church St. New York City

St. Louis, Mo.

### April puzzle contest winners

#### The \$10 Winner

H. M. Etchay, Ernst Hardware Co., Seattle, Wash.

#### The \$5 Winner

Ernest Fagenstrom, Minnehaha Hardware & Paint Co., 3740 Minnehaha Ave., Minneapolis, Minn.

#### The \$1 Winners

Allan Hahn, age 12, Hahn & Deman, Sauk City, Wis.; Sam Laughlin, Eddy, Texas; Theodore P. Walters, Mgr., James



Answer to the April puzzle

Deman, Sauk City, Wis.; Sam Laughlin, Eddy, Texas; Theodore P. Walters, Mgr., James Gear, Inc., 1159-1165 Third Ave., New York City; T. F. Jones, Jr., H. M. Blackburn Estate, Woodburn, Ky.; Myrtle Layman, Havana, Ill.; William E. Dahl, Silver Lake, Minn.; Ernest Lueck, owner of store, Bazile Mills, Nebr.; James A. Mc-Elliott, J. R. McElliott Hardware Co., Ryan, Iowa; E. G. Glatfelter, Fulton, Mehring & Hanser Co., 728 W. Princess St., York, Pa.; Vernon Dean, Byrne Brothers, 46 Pacific Ave., Santa Cruz, Calif.

## Cuts sales costs on bolts

A hardware dealer in Kentucky carries, near his bolt bins, a stack of cards. On each card is sampled every size of bolt stocked, with a separate card for each style—that is, machine, tire, carriage, etc.

He also samples screws, rivets, nuts and washers in the same way.

Customers seldom know what sizes they want, and this method gives them ample opportunity to handle, examine and measure them to their entire satisfaction.

Therefore, the dealer finds that movable cards in this case are much more satisfactory than stationary panels.

He prices the bolts on these sample cards and then the countless packages need not be marked.

Sales of bolts, screws and the like are generally small, but they count up, and this method certainly makes sales and saves time.

See page 5



## Senator Sharp gives his boy advice

(CONTINUED FROM PAGE 21)

prepared. I was just laying for you to approach me with this idea. Lucky you didn't! But I am rather glad that you are taking such a sensible attitude and that you enter your life's work with seriousness.

"I think a lot of a good college education, otherwise I would not have sent you to school. Not that I imagine that Latin and Greek and algebra and biology will ever directly help you sell a reaper to a farmer or a refrigerator to a woman. No speech of Demosthenes or phillipic of Cicero will induce a carpenter to buy a \$5 saw when he wants to spend only \$3. But a thorough knowledge of the hardware business will do it.

"That's the reason I am putting you through the paces and have you learn the business from the bottom up and not from the top down. You will acquire a thorough knowledge of your goods only through intense application to your work; no college will make you fit to know the difference between a good stove and a poor one; only practical experience can.

"But your college education will help you to grasp things quickly and it will put your thoughts and logic in better and more convincing words; it has taught you to think and to reason things out; it has made your mind alert and has made you more receptive for information.

"Apply this education to your

business, Son, for it is your business as well as mine. Remember the words of Goethe:

'What thou hast inherited from your fathers— Earn it, so you may possess it.'

"Some of these days I shall leave the stage, and the work of my life will come into your possession. When this time comes I want you to step in and carry on the business in the spirit of your father, who built it. By that time I want you to command the respect of your fellow citizens and be a man by your own making and not only your father's son.

#### His Dad's example

"I expect more of you than I accomplished in life. It took me many years of hard work to build up this business. My early days of struggle and backbreaking work will not be your share. I dug the cellar, put in the concrete foundation and reared a few stories in this business structure; you can extend the work and build higher.

"Never lose sight of the fact, Son, that you are among men who do things. You are part of the forces who build and create and fight, not only for the dollars which are in it, but for service and comfort to humanity.

"I can't lay down any cut-anddried rules which will assure your success in business. My life's philosophy has always summed itself up in just two words: hard work.

"All good things in life can be had at the expense of hard work; your fellow clerks down at the store who were less fortunate in the selection of their parents have a certain goal before them for which they work. They want to earn money to establish a home for themselves and eventually have a business of their own. As they make more money, their standard of living will rise and they will work harder than ever to keep it up. There is always something ahead of a man that will drive him on and on.

#### The goal

"What will be the goal you are striving for? I don't know, and maybe you don't, either, as yet. But the idea will crystallize, Son, and once you see the road clear ahead of you, push on with all your might and main.

"Some of the things which Charlie and Wallace and Pete and John are working for, you already possess; but you would not want to be content with the place where your Dad put you, would you? You want to be a man of your own making and this you can achieve only through hard work.

"Don't try to rest on the laurels you won in college. The fact that you played on the football team isn't worth a nickel in the hardware business. The only thing that counts is what you do; how you apply yourself. For the present, you aren't worth one bit more than \$12 a week. Neither are you going to get one cent more until you earn it.

"You'll be expected to get down in the morning with the rest of the boys. You're not going to be shown any favors. The only thing that counts in the hardware business is hard work—and plenty of it. Do your job well, work intelligently, and you'll find plenty of progress ahead of you, just as Perkins and the rest have found. For the present, just forget that you ever went to college, and that you are my son."

The Senator sat musing for awhile, and then he laughed.

"Son, I have a dandy job for you to-morrow morning. There is a lot of old farm machinery out in the back yard which we took in on trade. It's the choicest selection of old iron you have ever seen. Tell you what I'll do: I'll put you in charge of this junk shop and let you handle it your own way. You can go to work and clean out the mud and grease and make the necessary repairs and put the machines into working order.

#### The first big job

"If you can use three machines to make one good one out of it, all the better. If not, you will at any rate get a better inside knowledge of farm machinery than 17 books could teach you. If you are not able to talk intelligently to a farmer after you get through with this junk, you are hopelessly lost to the hardware business forever."

"That's a go, Dad," said Sammy, "but you'll give me a commission on sales, won't you? You see I will need more money; Dorothy just loves ice-cream and \$12 a week won't go far with her appetite, now will it?"



INVESTIGATE the new AMERICAN of LOWER COS

### Don't be afraid to be radical in selling hardware

(CONTINUED FROM PAGE 25)

Get a new product once started and the battle is won. But getting it started is where you've got to be radical.

#### I had enough nerve

I know this method will work because I have tried it. I first offered the patent milker to farmers, other merchants in the town thought I was crazy. Some of them said that next I'd be trying to make calves and chickens by machine. The other hardware dealers wouldn't put any in stock because they feared they, too, would become a laughing stock. But I was confident I had something that would be of real benefit to farmers and that all I had to do was to get them to see the matter from my point of view. It went rather slow at first, but now every hardware dealer in the country carries the patent milker in stock. However, I get the bulk of the business because I had nerve enough to go out and demonstrate the thing. I made satisfied customers while other merchants sat back, laughing at me and wondering just how long I would be foolish enough to stick to the goose chase.

And I was accorded the same brand of treatment when I first introduced the pipeless furnace in this section. Even the salesman from the pipeless furnace manufacturer was surprised when I took him into my office and spent two hours with him going over all the details of his

merchandise. As he was about to go, I gave him an order, handed him a good cigar and thanked him for calling.

"You certainly have a funny way of doing business," he said. "Funny—how do you mean?" I asked.

"I really didn't mean funny," he replied. "I should have said you have a great way of doing business. You're alive-on your toes, that's what I meant to say. So I don't mind telling you that you're the first hardware dealer I've met in three days who was willing to give me 15 minutes of his time. The others laughed at me as if I were trying to palm off some sort of a gold brick. Some of them got off wise cracks like, 'You better hurry along, Mister, I think you're pipe's going out."

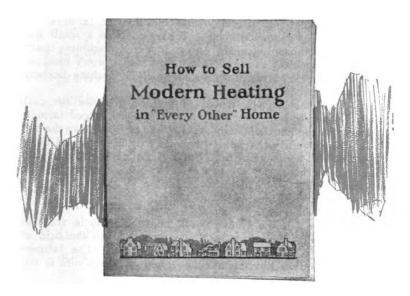
#### A good sport

I told him I thought the pipeless furnace was something the farmers needed and I was going to sell the thing in that section.

"You're such a good sport and are so willing to take a chance," he said, "I'll tell you what I'll do. I'll give you a written agreement to the effect that I won't sell a pipeless furnace to any other hardware dealer in your county for the next 90 days."

I thanked him for his offer, but told him that, in view of the fact that the other dealer had considered the furnace a joke with no possible market, I wouldn't need any contract. I was confident that the other store wouldn't have the nerve to risk a nickel in the stuff until after I had created a market for the fur-

### A "He Man" Plan-



THE kind that covers your entire territory, the kind that makes a business of getting orders, does it quickly, easily, economically and keeps on building up profitable trade—that's the only kind of selling plan you can afford to operate.

The Sunbeam selling plan is a "he man" plan—complete in every detail. It locates the best prospects throughout your territory, it thoroughly combs the town and surrounding country, finds the folks who are heating their homes with stoves, shows you how to go after these possible customers and provides you

with the material to help land them.

First it's a local selling plan. You are furnished with effective store helps, signs, display cards, posters, window trims, direct literature, movie slides and newspaper electros.

Then we back you up with an aggressive campaign in a large list of national magazines, headed by double spreads in The Saturday Evening Post.

You can make the most of "today's selling opportunity" by using the

Sunbeam Plan. Use the coupon.

THE FOX FURNACE CO., Elyria, Ohio

Largest Makers of Heating Equipment

# SUNBE H

THE FOX FURNACE COMPANY Elyria, Ohio

I would be interested in having complete information regarding the Sunbeam Cabinet Heater and your new methods of merchandising it in this locality.

 nace. By that time I wouldn't care what they did.

#### Competitors fall in line

As soon as I got hold of some of the furnaces, I announced the fact in town and county papers; explained the comfort and benefit to be obtained from one; then set out on a demonstrating campaign. I got the laughs I had anticipated and had the pleasure of hearing some merchants say I was trying to citify the farmers, which was impossible. But I kept hammering away at my idea and before long I had sold the pipeless furnace idea to the farmers and others. Now all my competitors in the county carry the pipeless furnace as a steady seller.

From time to time I have been what you might call extremely radical. Let me cite some instances:

I have used my advertising space in the town paper to compliment a competitor who beat me to a big sale; I even praised his merchandise, when I knew it was good, and congratulated the customer on having obtained such an excellent article.

I have used that same space to sell crops, real estate and other things for my customers and those who never bought from me. People have laughed at me for this, but it has always paid in the end.

My advertising space in the newspapers is devoted almost entirely to news items. I make them personal—so much so that people talk about my ads.

I have spent days with a man planning a camp without any

guarantee that I would get a nickel's worth of his business.

I have given up my time to organize Better Corn and Better Pig clubs for the farmers.

I have invested a small fortune in extra machinery parts so that farmers won't lose any time when a machine happens to break.

I give 5% discount for cash and have always urged farmers to buy for cash and save the discount. I could easily add thousands of dollars to my yearly income by letting them buy on credit.

#### Silo advertises itself

I built a big silo in front of our store, right on the curb of the main street. The farmers know now who sells silos in our town.

I never try to boss my men, I hire none but experts, and once I engage a man I take it for granted he will attend to his job properly without someone watching or directing him.

Provided, I'm sure an article has real value for a farmer, I'm never afraid to spend time and money introducing it to my customers.

I spend hundreds of dollars demonstrating my products. Almost every device I sell is rigged up for action. I have running water connected with my pumps and I even demonstrate roofing with the aid of running water.

I spend a lot of time and money traveling. I believe every business man should associate with men in other lines and have a change of scenery.

I never worry about mail-or-

## This Sales Force?

- 1 It refuses to print the advertising of your competitors, the large catalogue houses—the advertising that takes business from you.
- 2 It believes in the retail merchants—in you—and sends its readers to you to buy.
- 3 It absolutely guarantees the reliability of its advertisements. Merchandise advertised in The Delineator must give satisfaction or the purchase price will be refunded either by the advertiser or by us.

Delineator readers are your best customers. Capitalize this fact. Use the Delineator to help sell more goods. Stock and sell the goods advertised in and guaranteed by The Delineator.

It will pay you.

## The DELINEATOR

BUTTERICK BUILDING NEW YORK, N. Y.

der firms. I'm in that business myself. Twenty-five per cent. of my business comes from my yearly mail-order catalog and my monthly bulletin. Every morning, instead of fussing about and killing time while waiting for customers, my men get out all the mail-orders that came in during the preceding day.

#### They don't laugh now

I could cite numerous instances where I have stepped out and introduced new articles to the good folks of my county, things they had never used before, yet which I knew would be bought and appreciated once they were understood. As yet I haven't failed to put over any of my radical ideas, and in the meantime I have expanded from a small store to a plant consisting of two three-story buildings, a large warehouse and a manufacturing plant.

Now, when I announce some radical idea, people don't laugh. They sit up and take notice, knowing from experience that I never try to interest them in anything that doesn't possess some real value for them. So, if you are anxious to grow, the best way to do so is by doing the things which are needed, but which your competitors aren't wise enough or nervy enough to do.

In other words, be radical occasionally, but don't try to be radical unless you can be logically radical.

See page 5

### What merchants think of the hardware chain

(CONTINUED FROM PAGE 42)

I now make an appeal to all independent merchants, not in hardware alone, but in all retail lines.

The coming of the successful chain hardware store is not a dream, a fable, or an impossibility; it is a reality, and after it does come and is an established institution, the present hardware merchant who has been sleeping in his swivel chair will finally awaken.

The genius (as you call him) who is to succeed with the chain may have started on it already; he may have his plans made out, and be all ready to jump into the proposition. If he gets stuck on it, he need not wait to endeavor to figure it out for himself; there are plenty waiting to help along such an enterprise.

I sincerely hope that your article will open the eyes and minds of many of our fellow merchants. What is needed is an association of all retail independent merchants of the country. We have associations of city, county and State mer-chants, but we need a nation-wide association to look after and promote the interests of the indepen-We have our dent merchants. National Hardware Dealers' Association with a large membership, but not large enough to handle problems like this one. The association I picture should be a combination of all the independent stores, hardware, grocery and others; then it would have strength and could really do something.

There should be a vein of what I term "humanity" in everyone, particularly every business man, and with that vein properly working, and formed into a helpful association, I should say that we would be capable of combating the chain store, the mail-order house, or any situation that might arise.

The discussion of this subject is worth while to all merchants and I hope your articles wake them up! The Meek Mercantile Co., Inc.

### The unhonored heroes of the hardware world

(CONTINED FROM PAGE 29)

ing clean when he comes home, his favorite food prepared for the table, and she is expected to be fresh and bright and smiling, with apparently not a care in the world, waiting to welcome his return.

This is what is expected of us wives of traveling men, and isn't a little credit due us if we perform all this?

There is an old saying that a woman can make or break a man, and perhaps this is nowhere more true than in the case of the traveling man and his If a man's mind is at rest because he knows his home affairs are going smoothly and quietly, won't he do better work for his company than the man who leaves home on Monday morning fretted and annoyed about something, and perhaps feels harassed and worried all week? Will this man, with only half his mind on his work, do as well and sell as much goods?

And doesn't a traveling man's success depend upon the amount of goods he can dispose of for his firm? Therefore, doesn't it follow that quite a bit of our husbands' success depends upon ourselves? At any rate, let's think it over and, even if we don't see anything particularly heroic about our lives, the next time we get too tired to drag another step, let's comfort ourselves with the thought that perhaps we are helping our men along some by our humdrum lives.—ONE OF THE WIVES.



## This Book Shows The Way To Summer Profits

It's free to progressive merchants Send the coupon for your copy

"HOT WEATHER PROFITS" is one of the few books ever written which shows in a clear, inexpensive way how hot weather can be made to pay dividends to the progressive merchant.

It is not a catalog—nor a price list—but a brief, well-written and illustrated volume by experienced merchandisers.

Every paragraph is the result of actual work on the part of dealers throughout the country, and any progressive merchant can—with its aid—add considerably to his Summer business.

A copy will be sent free on receipt of the coupon below. The edition is strictly limited. Send for yours today—and cash in on Summer's heat!

CORDLEY & HAYES
46 Leonard St., New York, N. Y.

Cordloy & Hayes, 46 Leonard Street, New York, N.Y. Please send me a complimentary copy of "Hot Weather Profits."
Name
Address
CityState
Jobber



Sanitary—Cleanable

OU can quickly develop a dandy business with this new Sanitary Fountain. Every poultry raiser needs one! It keeps drinking water cool in summer as well as warm in winter. Best of all, it is easily cleanable, insuring perfect sanitation at all times.

#### Keep Poultry Drinking Water Always Cool and Fresh

Oakes Sanitary Thermo Fountain is made of heavy galvanized iron and operates on the same principle as the thermos bottle or fireless cooker. Saves time and bother for the poultry raiser by making it unnecessary to continually change the water on hot days. Fully guaranteed—priced right.

Liberal dealer margin on this and all other Oakes quality products. Write today for complete catalog and dealer's price list.

OAKES MANUFACTURING CO.
345 Dearborn Street
TIPTON. IND.

### Good paint comes off when it should

(CONTINUED FROM PAGE 39) can. If you don't believe it, try it out on your mercury panel.

If this is so you say, "I won't have so much trouble with that kind of paint (a poor one) even though applied over a surface that is wet." Quite right you won't. But how will you retard the moisture from the outside? Why, you just can't have the water travel through the paint film and not have it come back the same way.

What is the result? The shrinking and swelling of the wood continue as described before, and all you have accomplished is to color your house—and you have not protected it.

You buy paint to protect your house from the elements, and the very ingredients used to give that protection require that certain fundamentals be followed to get results. "A paint that does not blister or peel when it ought to is NOT good paint."

There is no sane business reason for applying an inferior paint because it won't blister or peel when the investment for the paint and in the labor is all primarily "for protection."

The time for a dealer to knock out "Old Man Paint Complaint" is at the time he makes the sale. Insist that the paint be applied under the proper conditions. When paint blisters, don't let your customer blame the paint, for 9 times out of 10 the fault lies elsewhere.

Sell paint right in the first place and then insist that it be applied under right conditions.

#### The Proof of Dealer Sales

DEALERS say that Akron Barrow 143 sells. They like the way it's built and its price. It is just the barrow for the home, for the garden, for the lawn, for the farm, for the many odd jobs everywhere.

Finished in real black and orange paint, this barrow is attractive. Its strong and fully braced body



To answer an advertisement, tear out page and pin to letterhead

# Getting the most out of dealers' helps sent you

(CONTINUED FROM PAGE 33); haps the main purpose is that on the outside of these hanging boards we show all the circulars that are on the shelves behind them. These circulars are fastened by thumb tacks or regular tacks.

In this way you can easily see exactly what there is on the shelves in back of them. This method has worked well for several years and is the best idea that the writer has seen

#### Enclose circulars with bills

"Our method of distribution is to put the circulars in with the daily bills and monthly statements, using seasonable things.

Just now we are using circulars on paint, copper and brass screening and garden tools.

"We also have an attractive method of keeping the circulars near our bundle counters by having them face up on an angle, with glass in front. These circulars are classified as to the departments in which they are sold, such as cutlery, tools, paint, automobile, radio and the like.

#### Sent out with bundles

"Circulars are also put into the shipping department, and in the builders' hardware department we put not only circulars of door sets, but garage hardware and also tools, so that when bundles are sent out to jobs, the workmen who get them can have a chance to look over and study the tools which they use.

"We think from these suggestions that you will realize that we have given some attention to this matter, but we find that eternal vigilance is needed to keep our system going."

#### Do you want a set of collection letters?

Some time ago a dealer sent GOOD HARDWARE a set of collection letters. He said they brought home the bacon for him. They made the dead beats come across.

The letters are short, well written and right to the point. If you want copies of the set of five letters, simply fill in the coupon below and mail to GOOD HARDWARE, 912 Broadway, New York. There's no charge connected with them.

രവവ	HARD	TII A DE
GO OD	IINND	WALE

912 Broadway, New York City.

Please send me, without cost or obligation, copies of the five collection letters.

NAME		 	 	 	 	
ADDRE	ESS	 	 			



#### This New Moore's 17

will be the biggest selling encased heater this Fall—wherever it is shown.

Play safe—get the agency.

Let us send you full particulars of our exclusive agency plan.

#### Moore Brothers Company Since 1857 (3145) Joliet, Ill.

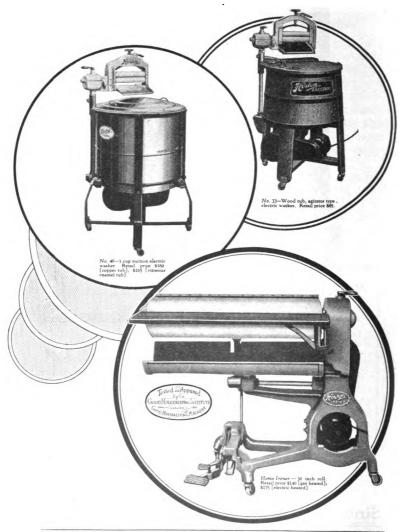
### THERE'S A HORTON WASHER AND IRONER

No. 40 Copper Tub

[below] is the original 3-cup suction electric washer.

The Horton Home Ironer has a complete open end. Irons absolutely everything—100% of the ironing.

Prices slightly higher in extreme East and West



To answer an advertisement, tear out page and pin to letterhead

Digitized by Google

#### FOR EVERY PURSE AND PURPOSE



#### The Dominating Line of Washers and Ironers

YOU, Mr. Dealer, can choose with absolute confidence that which the majority of jobbers join in approving.

And leading jobbers the country over have adopted Horton as their foremost line of Washers and Ironers. Because Horton meets in a very definite way their most exacting requirements and standards.

There is a reputation for goodness of product back of the name Horton.

For 54 years Horton has specialized in home laundry equipment of the finer kind.

The Horton line is complete. From wood tub hand operated washers

to copper tub electrically driven washers, together with the most modern, improved type of home ironers, there is a Horton model for every purse and purpose.

To dealers this jobber recognition of Horton merit should mean much. It is evidence indeed that the Horton line and the Horton sales policy must be right.

There is a Horton jobber near you who will be glad of the opportunity to give you immediate service—to help you become one of the great family of successful and enthusiastic Horton retailers. If you do not know his name—write us—we will be pleased to advise you.



# A grist of ideas for Summer selling

(CONTINUED FROM PAGE 18)

#### 7. Don't let windows slump

Don't let your windows and inside store displays slump during the Summer months. Put in your best windows. Make your windows compelling and change them often.

If you need additional window trims you will find some corkers listed on pages 5 to 9. These are yours for the asking. Use the postal enclosed with this magazine in ordering them.

## 8. They get Summer business by following closely

Fowler & Sellars, White Plains, New York, have some interesting and profitable methods of getting Summer business. They say:

"We read the papers, follow up the realtors, architects and Then contractors. we don't wait for them to come in. Our Mr. Sizer goes right out to see the buyer who is going to build, the architect who is to draw the plan, or the contractor who is going to do the job. He may be a long ways ahead of an actual sale, but his action sells our firm as one that is after the business and will probably give the best service.

"Just as soon as ground is broken for a cellar he is back again to proffer shovels, barrows, or any other need. Then he finds out what type of house it will be, and who is to put in the foundation and he is ready to go after trowel, mortar, hoe and sand screen business.

"And so on until the hardware is bought, windows screened and awninged and the family moves in to walk on the linoleum we sold them for the kitchen floor."

### 9. Co-operate with manufacturers

In going after Summer business it is best to co-operate closely with your manufacturers. Many of them have special stunts that you can work, such as special deals, campaigns and drives.

Your paint and varnish manufacturer might, for example, have a stunt whereby he gives away a sample can with the sale of a brush or he may put on a paint and varnish demonstration. The Summer-time is a good season in which to stimulate a little extra interest through taking advantage of these manufacturers' sales-promotion stunts.

#### 10. Kansas dealer demonstrates radio by auto

A Kansas dealer sends one of his men on a tour of the surrounding country with an auto equipped with a radio. He drives from farm to farm and demonstrates radios. Of course he is always on the lookout for any gatherings such as a Grange meeting or church socials, at which to furnish free entertainment. Needless to say, he gets a volume of business during the Summer months. There is no hot-weather slump in sales for him.

(CONTINUED ON PAGE 80)

The following manufacturers of Sporting Goods, Hardware Special-ties, etc., are represented in the advertising columns of the June issue of OUTDOOR AMERICA, owned and published monthly by the Isaak Walton League.

#### ARMS AND AMMUNITION

Francis Bannerman Sons A. H. Fox Gun Company Frank A. Hoppe, Inc. Ithaca Gun Company Iver Johnson's Arms and Cycle Works W. Stokes Kirk Lefever Gun Company Lyman Gun Sight Corp Marble Arms & Mfg. Marble Arms & Mfg. Co.
New Method Gun Bluing Co.
Pacific Arms Corp.
Reising Mfg. Corp. Remington Arms Company Solvol Company A. F. Stoeger, Inc. AUTO TRAILERS

Auto-Kamp Trailer Co. Bower Mfg. Co. Clare Manufacturing Company **BINOCULARS** 

Boston Sporting Goods Co. Du Maurier Co. Geneva Optical Co. Haanstad's Camera Shop Watry & Heidkamp Paul Weiss Wollensak Optical Co.

#### BOATS AND CANOES

BOATS AND CANOB:
Acme Folding Boat Co.
Aurora Boat Co.
Darrow Steel Boat Co.
M. Draeger & Sons
Dunphy Boat Mfg. Co.
Alfred C. Goethel Co.
Kennebec Boat & Canoe Co.
Dan Kidney & Son
King Folding Canvas Boat Co.
Morris Canoe Company
Old Town Canoe Co.
Pioneer Mfg. Co.
Racine Boat Co.
Shell Lake Boat Works
Thompson Brothers Boat
Mfg. Co.
ENGLINES AND MOTO

ENGINES AND MOTORS lie Perfection Motor Co. ENGINES AND MOTOR
Calle Perfection Motor Co.
Elto Outboard Motor Co.
Johnson Motor Co.
Johnson Motor Co.
McNab Kitchen Rudder Corporation
Universal Motor Co.

#### FISHING TACKLE

Ashawsy Line & Twine Mrg. Co. J. R. Baker & Sons Co. Boyer Mrg. Co. Camp of the Two Cooks Delaware Mrg. Co. The Enterprise Mrg. Company "The Pfluegers" Lou J. Eppinger
Al Foss
Goodwin Granger & Co. Hardy Brothers
James Heddon's Sons
John J. Hildebrandt
Hebert Metal Meg Co

W. J. Jamison Company Louis Johnson Kelly Bros. Keily Bros.
Kennedy Mfg. Co.
Korrect Kor Line Co.
Leberman & Jacobs
M. & M. Automatic Thumber
Martin Automatic Fishing Reel Co., Inc.
Mattern Mr. Co. Mattern n Mfg. Co. Meisselbach A. F. Meisselbach Mfg. Co.
William Mills & Son
Outing Mfg. Co.
E. H. Peckinpaugh Co.
Prescott Spinner Mfg. Co.
South Bend Bait Co.
Thomas Rod Company
L. M. Thurston & Co.
Edw. Vom Hofe & Company
The Weber Lifelike Fly Co.
Erwin E. Weller
Joe Weish
Al Wilson Co. Mfg. Co. Joe Weise Al Wilson Wright & McGill

#### MISCELLANEOUS

MISCELLANZ
Defender Lock Co. (Locks)
Mead Cycle Co. (Bleyles)
George Oberlin (Canoe Carriers)
P. Von Frantzius (Sporting Goods)
Von Lengerke & Antoine (Sporting Goods)
F. M. Zimmerman (Oil for Reels & Guns)
TENT AND CAMP EQUIPMENT

Alrubber Corp.

Aladdin Industries, Inc.
Alward-Anderson-Southard Co.
American Awning & Tent Co.
American Gas Machine Co.
Army & Navy Supply Co.
Auto-Kamp Equipment Co.
F. O. Berg Co.
Louis Bossert & Sons, Inc.
F. J. Burch Mfg. Co.

Torrington Basket Co. F. J. Burch Mfg. Co.
E. J. Burch Mfg. Co.
Close-to-Nature Co.
Close-to-Nature Co.
Close-to-Nature Co.
Close-to-Nature Co.
Close-to-Nature Co.
Coleman Lamp Company
Denver Tent & Awning Co.
Dickey Mfg. Co.
Gold Medal Camp Furniture Mfg.
Hugo Mfg. Co.
Kimball Bros. & Co., Inc.
Metropolitan Camp Goods Co.
Michigan Tent & Awning Co.
Old Hickory Furniture Co.
Outers' Equipment Company
Prentiss-Wabers Co.
Rustle Hickory Furniture Co.
Sek Mfg. Co.
Stoll Mfg. Co.
Stoll Mfg. Co. Co. Set life. Co.
Tent-O-Bed Co.
Union Cutlery Co., Inc.
U. S. Tent & Awning Co.
United Steel & Wire Co.
Wm. H. Vanderherchen
Westherproof Canvas Products Co.

#### WEARING APPAREL

Alligator Clothing Co. G. H. Bass & Co. Outing Footwear Co. The Rummel Hat

The Izaak Walt 536 Lake Sl Without obligat free sample of OUT	Mail the attached coupon today  con League nore Drive, Chicago, Ill. ion to me, send full information relative to the League and a DOOR AMERICA. As Advertised in Good Hardware.

#### 11. A dollar sale

The Dollar Sale is an old stunt; but, like many old stunts, it builds sales during the dull months. You can stir up considerable interest in various lines and make a number of sales by simply collecting miscellaneous merchandise from your various departments and displaying the goods in your window at the price of \$1 each.

#### 12. Use sales promotion helps

Every package and letter that leaves your store during the Summer months should contain literature — an enclosure. folder or a booklet-on some Summer specialty. If you do not have a supply of appropriate literature turn to page 5 where you will find a list of many valuable features available. Order your supply at once on the postal enclosed with this magazine.

#### 13. Push special assortments

Many lines of merchandise can be sold in special assortments. Such lines would include aluminum ware, enamel ware, tin ware, silverware and others. An attractive assortment at a reduced price often results in extra sales. Always quote the total retail price, if bought separately, and then give the price for the complete set, thus showing the purchaser exactly how much she saves.

## 14. How this dealer sells barn paint

Last Summer a dealer in Illinois stimulated his paint business during the dull Summer months by going right out among farmers, selling barn paint. There were many unpainted barns in his section, so he loaded his truck full of one and five gallon cans of red barn paint and sent salesmen out selling from house to house.

#### 15. Send out a letter or two

A New England merchant had good results last Summer with the following letter:

Dear Friend:

The mid-Summer call of "vacation time" and "vacation land" is in the air. May we help you make it the best vacation you ever had?

the best vacation you ever had? In our store we have been busy for the past month thinking what we could do to help our friends en-

joy their vacations.

Now the "go-aways" may need new luggage, fishing tackle, bathing suits, golf or tennis equipment, and so we ordered fresh stocks of these lines. They are now on display and, as usual, moderately priced. For the "stay-at-homes" we've

For the "stay-at-homes" we've selected, and especially priced, some of our stock—items for home convenience and comfort during warm Summer days. For instance, a fireless cooker and electric iron and a motor-driven fan. Awnings to keep the sun out, and screens—so you can open those other windows—will help make home "vacation land."

And men! if there's an odd job of carpenter work or painting planned for your Summer vacation, reliable tools, paints and brushes will be found at our store.

We nearly forgot! There's a special sale of electric curling irons for the ladies at our store this week. We can't help weather that just makes the best behaved of "bobs" go stringy, but we are doing the next best thing—making it easy for you to put the wave back in.

With best wishes,

THE GOOD HARDWARE STORE.

### More Arithmetic

You buy turpentine at \$1.10, or thereabouts. You sell it at \$1.35.\*

But, you don't sell all of it—some is wasted at the spigot, some dries in the barrel, etc. If you lose only four gallons to the barrel, you're lucky—yet four gallons are worth \$5.40.

On 25 barrels a year, this lack of

Bowser storage outfits generally pay for themselves the first year. If you want to know if yours would, ask a Bowser man or address Dept. 54.

a Bowser system will cost you \$160.00.

\*Average prices. If yours differ do your own figuring.

S.F. Bowser & Company, Inc.

Pump and Tank Headquarters

PORT WAYNE, INDIANA.

Salve and Service Offices and Representatives Everywhere



Customers are invited to turn on juice and test electrical goods displayed in this corner of the McCormack store

# Customers can test electrical goods

Few people would think of buying an automobile without trying it first. After experiencing the sensation of driving the machine a prospect is much easier to sell.

This same principle applies to other lines, and has been used successfully by the McCormack Hardware Company, of Tahoka, Texas.

The McCormack store carries a splendid stock of electrical goods, but due to the fact that many customers were not familiar with electrical goods, a plan was devised to create a demand.

#### Connected up for use

A corner of the store was given over to electrical goods only. This section contained two sizes of electrical ranges, connected up ready for use, to-

gether with an electric washingmachine, fans, urns, toasters, lamps, vacuum cleaners and other articles.

Each time a customer who might be interested comes in, a salesman takes her to this special section, and invites her to "try it first." A small supply of groceries and cooking utensils are kept for demonstration purposes and these the prospective buyer can use herself.

# The best side of your store

Tests have proved that the right hand side of your store, facing from the street, is more valuable than the left. If you can arrange to have your cash register or delivery counter at the left, most customers will walk all around the store before going out. Thus all your goods are displayed to each visitor.



# Sends a bill to bring them back

A Bakersfield, California, merchant has an interesting way of waking up inactive charge accounts.

If a charge customer has not bought recently, on the statement where the amount due is usually listed appear three ciphers—"000"—and in the space below, where items are usually listed, is written this friendly message:

#### Dear Friend:

We will be glad to change the figures any time you wish. For some reason we do not have the pleasure of making out a monthly message to you, and surely we would like to know if it is through some oversight or slip on our part,

of which we are unaware, that you are not trading with us, as formerly.

We notice the loss of a good customer, just as keenly as the loss of a good friend, for we feel that both are one and the same. If we have been remiss in something, kindly write us, or, better still, come in and talk it over, and we are sure the matter will be quickly and amicably adjusted.

We trust that the next "statement" we send you will have different figures on it, and we have reason to believe that the pleasure

will indeed be mutual.

Do you know that the family of GOOD HARDWARE readers is now the largest hardware family in the world?



#### Makes A Valuable Impression

You can create a desirable impression upon passers-by, while protecting your goods against damage, by spreading sheets of Tanglefoot Fly Paper in your show windows, especially over Sundays.

Tanglefoot does twofold work for you. While catching flies, it draws attention to your efforts to keep your stock fresh and your place of business clean.

Tanglefloot Fly Paper catches the germ as well as the fly and is safe, sanitary and economical.

THE TANGLEFOOT COMPANY

Grand Rapids, Michigan



# APCO Raises Hardware Merchants



# Good WATE OFF. Hardware

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#### Issued Monthly by

#### TRADE DIVISION—THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

. LEONARD TINGLE, Publisher

CARL W. DIPMAN, Editor

G. K. HANCHETT, Managing Editor

FRED A. WILLIAMS and ARTHUR C. HUNT, Associate Editors

GEORGE H. LEIGH, Eastern Manager - - - 709 Sixth Avenue, New York EDMUND CARRINGTON, Western Manager - - Mallers Building, Chicago J. A. Townsend, Pacific Coast Manager - Hobart Bldg., San Francisco Copyright 1925 by the Butterick Publishing Company

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# Over 5,000 dealers are now stocking Barreled Sunlight

SALES of Barreled Sunlight over the counter have increased 150% in the past 18 months! A fast-moving, profitable line, convenient to carry. No big tie-up of capital. Just a few sizes, from half-pint to five-gallons. One color, one grade, one price. Covers better than enamel, is easy to apply, and costs less. Send for free sample and dealer proposition.

#### Mail this Coupon , ,

U. S. GUTTA PERCHA PAINT CO., 45 Dudley St., Providence, R. I. Please send us free sample can of Barreled Sunlight and complete dealer proposition.
Name.:
Street
CityState

# Good MEDISTERS OF THE PART OF

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI

July, 1925

No. 10

#### **AN AUTOMOBILE** LESSON FOR YOU

The hardware trade can take a lesson from the automobile trade. The auto manufacturers are too wise to leave the resale price of their cars to the mercies of the price-cutters and the trade pirates. They can see no benefit to either the public or themselves in such a policy.

The auto manufacturers control the price of their products from the time they leave the factory until they reach the consumer. They believe in price maintenance. They force the dealer to take a profit.

Who can say that automobile products are, as a result, higher in price? Who can say that price-cutting, with its attendant evils and bankruptcies, benefits the public? It is much easier to prove that price maintenance of trade-marked articles works out to the advantage of the manufacturer, jobber, retailer, and finally—and most important—to the consuming public.

#### **T**ENGLAND'S 18 YEARS OF PRICE CONTROL

The principle of fair and equitable price maintenance of trademarked articles is gradually making headway in commercial and political circles in this coun-

try. The principle has for long been championed by this magazine.

Price maintenance works successfully in England. It has been in operation there for 18 years. Two thousand trademarked articles are now sold in England at an established price, below which no retailer can cut. The business interests and the public are well pleased after 18 years of it.

#### INSTALMENT SELLING —IS IT GOOD OR BAD?

Last Winter, GOOD HARD-WARE ran a series of articles on instalment selling in the hardware store. The question was discussed from various angles. Lately there has been considerable discussion on instalment selling in trade circles.

Most of the discussion is on the question of whether instalment selling is a good thing or a bad thing.

But good for whom? The dealer? Or the consumer? If the dealer's viewpoint is the only one considered, then we have plenty of evidence in the furniture house, the department store, the music store and the auto agency, to the effect that the dealer can increase his profits by selling on the instalment plan.

#### G BOTH SIDES OF THE QUESTION

But is instalment selling good for the public? Here there are economic principles to take into account. Instalment selling (or rather the extension of individual credit) for the sole purpose of increasing consumption, with no regard for the necessity or utility of the article sold, is bad business. If credit is too far extended in this direction there will be economic consequences-probably even financial disaster.

Instalment selling, or rather the over-extension of credit for uneconomic values—as, for example, present and past pleasures—is said by some to be bad for the country. On the other hand, it is a very good thing to extend credit for necessities and products of unquestionable utility.

We have always bought homes on instalments and no one has ever questioned the practice. It may be good for everyone all along the line, then, to sell paint on an economical instalment plan to keep the home from rotting down.

#### MEIGHBORLY LOVE WITH A PROFIT

Can a man love his neighbor as

himself and still make a profit on the neighbor?

That's a question that sometimes has been debated by the extreme moralist, and the socialistically bent.

In this commercial age no system of moral or ethical thinking will justify the merchant who gives away his reasonable profit. It has even been held by some authorities that the man who fails to make a profit is a poor citizen. He does more harm to mankind than good, and is a burden on society. The world would be better off if the merchant, who, in the long run, cannot or will not make a profit were to go out of business.

Yes, if you really love your neighbor as yourself, then supply him with goods, but make a reasonable profit on him in doing it.

#### C LAUGH WITH THE WORLD-NOT AT IT

Laugh with the world and not at it. Laugh with folks and not at them. That's a good thought for hardware salesmen. If you are sympathetic, if you take an interest in your customers, it will be easy to laugh with them —and you won't want to laugh at them.

#### Mid-Summer Bouquets

"Good Hardware gets a good going over as soon as it lights and if we do not have time through the day to read it we 'lug' it home for Sunday."—Bradley & Bauer, Blue Mound, Ill.

"Good Hardware is so welcome here that it looks as ragged as a dime novel by the time it has made the rounds."—Walter M. Drake, Harry E. Huston Store, Saltillo, Pa.

# Is rapid turnover helping your business or harming it?

Buying in driblets to speed turnover increases the cost of doing business and causes lost sales

#### By Carl W. Dipman

You've heard a lot about speeding up turnover. But there is a right and a wrong way of going about it.

Dangers lie ahead in the road of too rapid turnover. What these dangers are you will find pointed out in this article.

THIS conversation was overheard in a hardware store recently:

Customer: "I want a screen door check."

Dealer: "What kind do you want? Just a little snap to hold the door shut, or a door-closer?"

Customer: "A regular check for the front door—something that will keep it closed and, at the same time, stop it from slamming."

Dealer: "I'm sorry; we sold the last one yesterday—but I can get you one in a few days."

Customer: "Oh, no, never mind, I'll pick one up."

Another lost sale!

Lost because a merchant didn't have on hand what the customer called for. In this particular case the dealer was striving for turnover. In his anxiety to get turnover, he carried such a small stock of even standard articles that he lost sales.

Turnover is important. It is just as important to-day as it ever was. If you work it right, it will effect certain economies and make money for you. But the wrong application of the principle of turnover is disastrous. It results in lost sales and lost profits. It results in dissatisfied customers.

#### Defeats your object

In this day of competition, isn't it a shame to have people 100% sold, and yet see them go out of your store without a purchase? Most business firms find it hard work to establish a demand and sell their products. But when the demand is once established, when the customer comes into your store with money in hand and then has to go to your competitor to make his purchase because you haven't the stock—that is working the turnover idea too far.

But you've heard only half of

it. In many cases customers are partly sold—say one-half or three-quarters—and a good display of merchandise, a window trim, or a mere suggestion from the salesman makes them buy. Here again you lose sales if you haven't the goods in stock.

Don't mistake the fact and think that getting a rapid turnover is not important. But if, in getting turnover, you miss a get turnover, a merchant habitually asks the distributor to fill orders in broken-package lots, then there is something wrong and rapid turnover increases the cost of doing business instead of reducing it. If you make of the wholesaler or the manufacturer nothing more than a glorified retailer, and lose a lot of sales in your own store, then the system needs revision and



lot of sales, then a rapid turnover may lose you money.

How you get your turnover is as important as turnover it-self. If a merchant buys in such small driblets that he is constantly out of some products, then turnover helps his competitor. If he buys in such small quantities that he makes a nuisance out of himself to the wholesaler or distributor, then rapid turnover has accomplished nothing. If, in order to

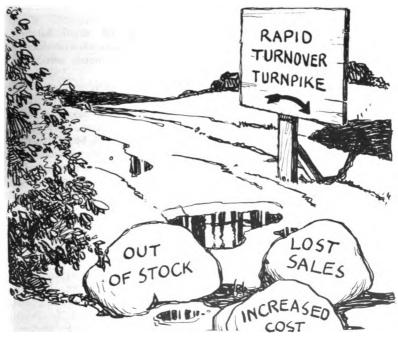
rapid turnover is nothing more than petti-foggery and sham.

Now, in addition to being out of merchandise, in the quest of rapid turnover, consider also the cost of misguided turnover. It costs a lot more for everybody, from the manufacturer down, to do business in broken-package lots and in driblet orders than it does in full packages. It costs money nowadays to repack goods. It costs money to make a lot of express and par-

cel-post shipments for fill-ins. Who do you suppose pays this cost? Of course the distributor pays to start with, but it goes into his expense of doing business. If the retailer calls on him to fill many orders in driblet quantities, then his expense of operation must soar skyward. There is only one place where he can dispose of this high expense—he passes it on to you, the retailer, and rightly so.

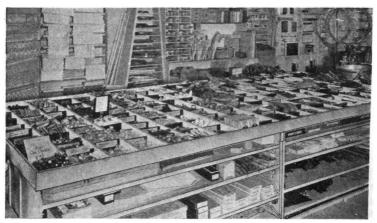
Maybe you can pass this unnecessary expense, made in the name of turnover, on to the trade constantly demands and insists on expensive service?

Very often merchants handle too wide a variety, too many brands. Of course the hardware store with half a million volume can handle a wide variety and still get a good turnover and make a profit. But the majority of smaller stores cannot get away with it. They must concentrate their sales on a few brands. They must educate their customers away from a wide variety of products to a small, standardized variety. Then the merchant can buy these ar-



customer. But competition may force you to stand some of it yourşelf. Yet everybody is pressing the distributor to bring down his cost of operation. How can he do it when the retail ticles in reasonable quantities, keep his stock in good shape and take care of his customers.

Be careful not to duplicate brands. By concentrating sales (CONTINUED ON PAGE 64)



This table of small wares reminded customers of many items they needed. Sales increased 500%

# Table increased sales 500%

A "memory jogger" is what you might call the convenient display shown in the picture. It has adjustable sections and is used in the household department of Maxwell's hardware store, Oakland, California, to

#### IMPORTANT!

Among the thousands of requests for the sales stimulators offered in the June issue of GOOD HARD-WARE were a number of postcards from merchants who forgot to sign their names. If you fail to receive the stimulators ordered within a reasonable length of time, it may be that your request was unsigned. In this case, merely send us your letterhead, with the numbers of the sales stimulators wanted. The numbered list may be found on pages 5 to 9 of the June issue.

sell dozens of small kitchen wares that the housewife doesn't remember she needs until she sees them.

The table designed by C. C. Dill, department manager, was made by a local carpenter and is 5' x 12' in area, divided in convenient widths by 4" boards. Adjustable sections of wood, 6", 8" and 9" long, with enameled metal ends, provide the partitions, which can be changed around easily.

This table keeps the troublesome but profitable little kitchen articles sorted in convenient groups, where the customer can see and reach them without any difficulty. Better yet, it sells about five times more goods than were sold when the items were kept on stock shelves. Under the table, shelves provide storage space for reserve stock.

Selling by suggestion is the idea that the department tries to work out where possible. The customer can see and examine the goods to her heart's content.

# A beautiful store front and the sales policy behind it

What a three link selling-chain is doing for The Stambaugh-Thompson Company

#### By Benjamin O. Wilkins

T may be because Philip J. Thompson, president of the Stambaugh-Thompson Company, of Youngstown, Ohio, is something of an artist that he holds for beauty in business. To close friends Thompson is known as a gentleman extremely clever with brush and pencil. He has an eye for effects. He says: "We believe that housing our goods in a building that is beautiful adds just that much to its commercial advantages."

You see, it isn't a matter of art alone. Dollars and cents have something to do with it.

Beauty has paid The Stambaugh - Thompson Company cashable dividends.

#### Created a stir

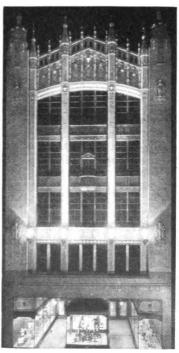
The beautiful Gothic front of the store building, at 114 West Federal Street, has been a subject of tremendous interest to hardware men in particular and to the entire city of Youngstown in general — men, women and children.

"Looks more like a church than a hardware store," has been a common comment.

However, the new building front was not erected without long and careful thought and

I have President Thompson's word that the alteration was well worth the cost—in advertising value alone.

President Thompson's idea was that, while the front was



The Stambaugh-Thompson store front is cathedral-like in effect. "We believe in housing our goods in a beautiful building," says Philip J. Thompson, president

being remodeled to present better window displays and arrangement, some thought should be given to making the result beautiful as well as commercial.

His success in securing both objects is not to be doubted. The structure is pointed to with pride by all citizens of Youngstown, noted with approval by transients, and is visited by many hardware men who want to survey the latest thing in hardware store architecture.

Up to the second story the front is of polished granite; above that, terra-cotta. The design is modified Gothic, with the top floor Spanish Renaissance. The governing idea was to have a beautiful, friendly, attractive front; one designed to give an exhibition effect. The entrances are especially wide and commodious. Warm colors are used in the windows and entrances.

#### Store's selling policy

There are three links in the selling-chain used by The Stambaugh-Thompson Company.

In the first place, this big and successful hardware concern advertises the right goods in the right way at the right time—and does it persistently.

Secondly, it is one of the firm's policies to display advertised merchandise in the show-windows, where it will lure customers into the store.

Third, goods already brought to the attention of shoppers through the first two lifts in the chain, are placed prominently on the store counters where sales can be closed.

"We have what we believe to

Le the right goods at the right prices," says Mr. Thompson. "We tell people about them in the newspapers, we show them in the windows, and we have them in front of everybody who comes into the store."

In this way advertising and displays are closely linked.

#### Store sections numbered

The store is divided into numbered sections, each number displayed on a sign. Goods advertised in the newspapers and displayed in the windows bear the same section numbers, so it is easy for the customer to find the tables at which the goods are sold. As there are 120 tables on the first floor used in this way, a very comprehensive display is made at all times of the latest and most attractive goods.

A display manager has charge of the dressing of the tables and the windows, and his aim is to have each table attractively decorated so that the whole effect is that of a hardware exhibition. Attractive cards are used with selling arguments and prices. The company has found that the silent salesmanship of this method has reduced selling costs considerably and has increased the unit cash sale to a marked degree.

With the change in the face of the building, some changes in department arrangements were made inside.

For instance, the general hardware line and tool departments were moved from the front of the store, where they had been for 75 years, to the rear of the main floor.

Cutlery, leather goods, wireless apparatus and all electrical supplies were placed well in the front.

All the departments on floors above the street level remained as formerly arranged.

The first displays to greet the eyes of customers as they enter

"impulse" goods. They told Mr. Thompson that they frequently strolled through the main floor of his establishment during their noon hour, not intending to purchase a thing, but merely to look over the latest goods in stock. "But," they concluded, half surprised at the confession, "we



The Stambaugh-Thompson policy is to display merchandise on counters at the time when it is being advertised in newspapers and being displayed in the show windows

the store are now those of ladies' goods and "impulse" goods. The latter classification includes those things which are not usually "shopped for" and which likely do not appear on the lists of purchases kept on paper, or in the minds of customers. "Impulse" goods are of a kind to make an instant appeal through novelty or otherwise and are bought on the spur of the moment.

Two friends of President Thompson's recently interested and amused him by an unconscious compliment on the success of the store's display of never go out without spending \$4 or \$5 for things we just happen to see."

The Stambaugh - Thompson policy is to make the department trims, counters and backgrounds, of material so inexpensive that it can easily be replaced for new. The firm believes that a change of scene is good both for store workers and customers. With this in mind, the counters have their large front panels constructed of beaver board, painted to harmonize, of course, and the walls behind the clerks are covered with billiard cleth in

(CONTINUED ON PAGE 69)

#### **IDEA EXCHANGE**

"How the other fellow does it"

This department is devoted to the exchange of selling and display stunts from one dealer to another. The publication of a stunt here does not necessarily indicate that GOOD HARDWARE sponsors the idea.

#### Posters stick to glass longer with soap

When we have any advertising display bulletins or posters to put up in our windows, we stick them to the glass with ordinary laundry soap.

Our salesmen have discovered that when these posters are attached to the glass with soap they stay fastened longer than those put on with prepared paste. We have experimented with various adhesive preparations, including rubber cement, mucilage and library paste, but always got indifferent results.

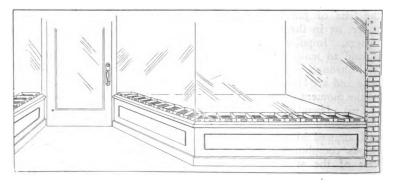
The soap has to be fresh and soft enough to spread easily over the glass.—H. O. Colton.

#### Uses space around regular window trims

For displaying small articles such as can openers, corks, bottle caps, casters, clothes hooks, etc., we use trays measuring 5x7x1½". These are lined in a row along the front of the window next to the glass.

Articles in the trays are replaced with different items each time the regular window trim is changed. Each tray is fitted with a card holder for prices.

In this way we keep showing a changing variety of these small articles, which do not conflict with the appearance and effectiveness of the main window display.—CLARENCE SCHEPMAN.



#### A sport news bulletin is good publicity

The Rogers & Baldwin Hardware Company, of Springfield, Missouri, make quite a specialty of their sporting goods depart-



ment. In order to establish their hardware store as the sporting goods headquarters of the city, they made a neat sport news sign from wallboard.

The sign was made attractive by painting it yellow with a narrow red border and then red lettering, "Champions of the Sport Spotlight," at the top, as illustrated in the drawing.

Every day they watch the newspapers and magazines for various sport happenings and they keep clippings posted on this board of the latest champion or other sport events of interest.

This sign was found very interesting by the passersby, and it is not unusual to see a half dozen people reading the clippings. Of course, this connects their store with the sporting goods business in the minds of the readers.

#### Makes shy customers feel at home

When you go to a big hotel, don't you get a sort of "at ease" feeling when ushered into the sanctum of strange surroundings by the pleasant-mannered porter at the door?

As Southern folks especially notice this kind of hospitality, one hardware store in the land of Dixie took this tip from the hotels and hired an experienced doorman. He is called the "greeter."

When a lady customer enters, this greeter welcomes her into the store, causes her to feel at home, inquires as to her wants, directs her in a pleasant manner to the correct counter and then



waits gracefully for the next fair or shy shopper. This is just the kind of service that induces women to patronize a store.

#### Helping shelf warmers find the front door

The front door is the gate for profitable goods. Every dealer understands that goods have to go through this gate within a reasonable time or the profit will run down and start back up the loss column.

But many salespeople have a tendency to side-track the slow sellers They are often more interested in goods that keep moving fast.

We have eliminated the dangers of this loose habit—we put to work what we call a perpetual clearance sale. This requires the manager to go over his stock every Friday—very carefully. The only thing he keeps in mind is to spot the shelf warmers.

These are pulled down from their perch and placed on the perpetual sale counter, with a price tag attached. They usually find the profit gate before closing time Saturday. We have found this a very good method.

#### Tuning in on the magazine ads



One hardware merchant makes it a point to hook up with the magazine advertisements of the goods he carries.

He has on his counters at all times several magazines. A shopper before the counter will see that vari-colored paper "tags" protrude from the magazine pages. Across the end of each protruding tag are the words: "We Have This. Glad to Show It to You!"

Each tag is pasted to the reverse side of the leaf containing the advertisement. Naturally, shoppers look and often buy.

#### What to do for glass scratches

Sometimes the plate-glass of your show window will get scratched and defy all attempts to give it a clean appearance.

A filler, consisting of an ounce of white wax dissolved

in a pint of turpentine, can be used to fill up the cracks with a transparent solid that prevents dirt from gathering. This can also be used for show-case marks and scratches.

#### A hardware man in the making

This is a picture of Allan Hahn, aged 12, the son of a hardware dealer in Sauk City, Wisconsin. Allan is a hardware man in the making. The future of the hardware business depends upon bringing into the ranks, clean-cut, ambitious, intelligent boys and young men.

Allan likes the youthful appeal in GOOD HARDWARE. He reads first each month the entertainment features and then turns to the meat in the magazine. It is a source of great satisfaction to Good HARD-WARE to have a hand in the training of the hardware men of to-morrow — boys like Allan Hahn.

You will find Allan's letter very interesting. He writes:

Sauk City, Wisconsin.

Editor, GOOD HARDWARE:

This is why I save all copies of GOOD HARDWARE:

Next to my "Boy Scout Magazine" I like Good Hardware the best. Many a laugh I get from the jokes under the heading of "Hammer and Tongs." By the way, the "Vices of 1925" are the best ever.

But confidently, now, the real reason why I save these copies is, some day I am going to be a hardware man, like my Dad. I believe in preparedness, so I do not miss reading advertisements and writeups by wise hardware men from all over the United States, and when I get busy selling hardware, won't I surprise my Dad with sales talks and other good knowledge about hardware! I just wonder what he will say! You will hear from me again when I get through

school and am managing a hardware store for my old man.

19

-Allan Hahn, Age 12.



Here's young Allan Hahn, aged 12. He is preparing to follow his Dad in the hardware field by reading GOOD HARDWARE

# VICES of 1925





#### "GOOD" HARDWARE" MOTHER GOOSE TABLOID MUSICAL ACT - LIBRETTO BY GUSSIE GIMLET



FAIR MAISIE WAS A WINSOME LASS; BIG TOM, AN IRON MOLDER -HE WHISPERED LOW ....... SHE SAID, "LET'S GO -YOU NEED AN IRON HOLDER!"



TO STRIKE A NAIL UPON THE HEAD IS OF OUTE AN ART THEY SAY; BUT STRIKE THE NAIL UPON THE THUMB AND YOU WON'T FEEL SO GAY.



# Dog owners spend \$200 in 2 weeks

Give the dog a chance to become a customer of your store.

A window display of dog accessories will repay you substantially. In two weeks, the trim shown on this page sold \$200 worth of goods for the Clark Hardware Company, Elizabeth, New Jersey.

Seven days before the display was installed, the company received a new supply of dog goods and it was necessary to reorder a complete stock, so great were the sales resulting from this trim during the fort-

night in question.

"Dog accessories," says J. M. Clark, Jr., "are all-year-round sellers. Probably 50% of a store's customers own dogs and these owners are always willing to invest in something for their pets if the goods are only

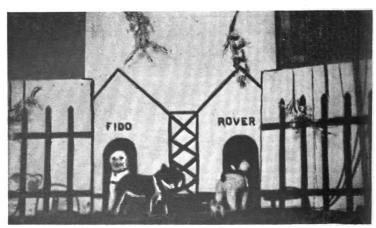
brought to their attention.

"The window display in the picture can easily be constructed and a color scheme can be carried out with decorative paper or water-color paint.

"A double dog kennel was cardboard made of heavy and painted white, with black trimmings. This kennel had two doorways, over which were placed the names 'Fido' 'Rover.' At each side of the kennel was a black and white picket fence, decorated with pink roses, and a large cardboard circle, placed under the kennel on a revolving table, when set in motion caused the stuffed dogs to enter and come out through the door openings.

"Between the dogs on the revolving table, small collars, padlocks for collars, and similar goods were placed.

"These moving dogs attracted everyone who passed. A mother would return two or three times



This display sold \$200 worth of dog supplies. The toy dogs were mounted on a revolving table, which made them enter and come out of the kennel

to the window because her child insisted on seeing Fido and Rover go around, as they expressed it.

"The merchandise in the display consisted of collars, harness, leads, muzzles, chains, locks, blankets, whips, combs, dog biscuit and other items calculated to interest Fido's master.

"The entrance way to our store was crowded at all times by people watching the revolving dogs.

#### Giving it speed

"By using a flashing device, the revolving table can be made to slow down and suddenly speed up, giving the appearance of one dog chasing the other.

"Possibly dog accessories may seem a small part of your stock, but they show a most satisfactory increase in sales when brought to the attention of the public."

# Wall-paper remnants help window trim

Go to the nearest wall-paper store and ask for roll-ends of paper, which are remnants—too short to be sold. These make, in many instances, most attractive backgrounds for window displays, as well as coverings for the floor of the window.

See the notice headed "Important!" on page 12.



These cardboard handbills, distributed every 60 days in houses both occupied and vacant, brought good results

# Cardboard handbill a trade-winner

Handbills printed in black on both sides of light yellow cardboard, 9½" x 11½", have been used to good advantage by a Pacific Coast hardware firm. These handbills are sent out at intervals of 60 days and feature specials for the two months in question. Such items as paint, furnaces, hose, lamps, clocks, knives and other products are priced and illustrated. "Watch Us Grow," the store's slogan, is printed on each side of the card.

Boys distribute the cards, putting them in mail boxes, under the door, or back of the screen door of each occupied house. In the vacant houses, the cards are pushed up through the crack between the window sash, and a snap of the finger sends them into the house and onto the floor, where the new tenant will find them the first thing.

# Use July and August to give the mail-order houses a set-back

The retailers' opportunity is now, when last Winter's mail-order catalogs no longer lure and the new catalogs are not out

#### By Arthur C. Hunt

YOUR success in building a permanent bulwark against mail-order competition depends upon how much effort you make during July and August.

During these months, people will have very little interest in mail-order catalogs. Most of the catalogs that were sent out last Winter have become lost. The others are torn, shabby and forgotten—there's simply no more attraction left in them.

It is only natural that each issue of a catalog must eventually lose its power to attract and influence buyers. This brings about a business stagnation that mail-order houses are unable to prevent, much as they'd like to.

When this period of lost interest among catalog shoppers arrives, then mail-order sales take a sudden crash to bed-rock. And for the next month or so, until new catalogs are sent out, people forget all about the mail-order houses.

This is just the time for you to step in. It is your opportunity to get people to thinking more about your store. The more they are made to appreciate the convenience of your ready stock and the value of your service, the harder it will be for the mailorder houses to attract them away from you with their next issue of catalogs.

The way you get people to



Jones, the hardware dealer, closes his store Wednesday afternoons in July and August

Then he gets into his car with his wife and drives into the country to visit the farm trade

look upon your store as their store is through personal contact with them. This is the most effective advantage you have as a retailer.

You can exercise personal contact to learn what people are thinking about buying; you can keep right after these people and attract them to your store for their usual heavy Fall purchases; you can give helpful technical advice and assist your customers in choosing the correct merchandise for their needs.

By making the most of all your advantages of personal contact, you will make your store and your service an asset to your community, so that the people cannot help realizing the inconvenience and dissatisfaction of catalog shopping.

The sales chart on the next page is for your guidance. It shows the monthly volume of sales done during 1924 by two separate mail-order houses and a nation-wide retail organization.

The small illustrations of catalogs that you see along the line of sales on the chart indicate when new catalogs were put out by the mail-order houses in February and again in August. Note particularly that during July and the early part of August mail-order sales were at the lowest point of the year. This was just before new catalogs were sent out to replace the old ones that people had lost interest in.

These ups and downs of mailorder sales for 1924 are in common with those for past years. It is easily seen how mail-order customers respond to a new catalog, and how they stop buying as soon as the catalog display illustrations become old and uninteresting.

# Prepare beforehand

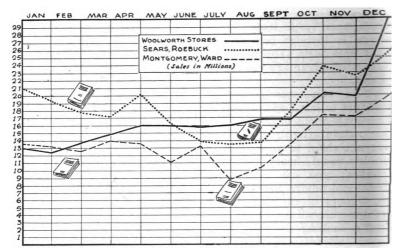
When the wise hardware man considers these facts, it won't take him long to prepare for an aggressive sales-promoting drive for July and August, to counteract the coming of the next new issue of mail-order catalogs.

In 1924 the combined sales of all mail-order houses for hardware items alone reached a figure approximating \$200,000,-000. This staggering volume is four times as great as that for



He calls upon farmers for friendly chats and exerts his personality building up good will

As a result, the farmers look on him as a friend and favor him with orders when it's time to buy



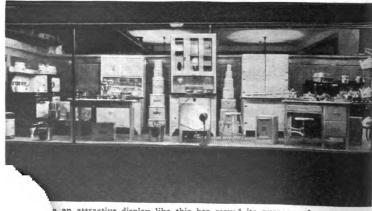
This chart leads you month by month along the 1924 sales routes of two mail-order houses and a retail organization. It presents a graphic example of how mail-order sales crash when catalogs go stale. The retailer who keeps changing his appeal can forge straight ahead

all the hardware sold in the Woolworth system of chain stores for the same 12 months.

Looking again at the sales chart, note that mail-order sales began to pick up immediately after the August catalogs were mailed. Within a few weeks the mail-order business was entering into long strides. The heav-

iest monthly sales were made during the period between September and December. And the proportion of hardware sales to those of other catalog lines is always greatest at this time.

Early Fall is the biggest hardware season of the year for mail-order houses and during these months you will have an



an attractive display like this has served its purpose, the retailer ome right back again with something fresh. Mail-order houses cannot change their appeal weekly, as can retail stores

Digitized by Google



business.

Get your store fixed definitely in the minds of the people. Let them know you offer quality hardware, and a service that the mail-order houses cannot duplicate. Then the catalogs will arrive in their homes more or less as a passing event—not as

something looked forward to. This chart of 1924 mail-order ups and downs presents still another truth in your favor. It is a fact that July and August are among the best selling months for retailers. This is proved by the selling pace that was set by the Woolworth

stores. Note on the chart how the sales line for this organization advances steadily from the start of the year, right through to the holiday rush season. The sales for July and August were actually above the average for the preceding months.

Woolworth's success is primarily a result of mass display, coupled with a continuous change of attractive window trims. This proves, then, that selling is altogether a matter of attracting shoppers' interest, and

(CONTINUED ON PAGE 46)



A scene at one of the sporting events staged by the Alexandria Company

# Griebler fishes for business and gets the tackle trade

How the manager of The Alexandria Hardware and Lumber Company sells \$10,000 worth of equipment yearly

# By Walter Pritchard

SPEAKING of fishing for business, allow me to introduce John Griebler of The Alexandria Hardware and Lumber Company, of Alexandria, Minnesota. Between May and October this store rolls up a volume of \$10,000 in fishing-tackle sales, and Griebler says it is easy if you know how.

Although the Alexandria company is fortunate in being located in a town crowded with vacationists and tourists during the Summer months, the same methods that have built up the fishing-tackle business of this store can be adapted by dealers elsewhere.

"Success in this, as well as 28

in other lines," says Griebler, "may be credited to service and advertising. Service, in the first place, means a well-assorted stock, including parts for repair, and a man to make repairs promptly. And, of course, a knowledge of the tackle business is necessary in order to offer intelligent service. fishing-tackle salesman should be a sportsman himself; he should have a first-hand knowledge of his goods, and know how to show them to the best advantage.

"This department of a store too, ought to be literally an information bureau capable of handing out advice, both to amateurs and professionals on when to fish, how to fish, the kind of tackle best adapted, and similar questions. Fix up your customer with a license if necessary, tell him where he can secure live bait, rent boats, rent a camp or get anything else he requires.

ment of a prize to the person who catches the largest black bass or other fish during the season brings great results. We ourselves, hold a bait-casting contest each Summer that is heralded far and wide and results in the keenest competition.

"In my opinion, one of the

# Fishing Tackle Headquarters

To the person who catches the largest Bass, beginning June 15th, ending September 15th, we will give a \$30.00 Heddon Split Bamboo Rod and your choice of Heddon Baits, to any one who catches All bass must be weighed on our scales. a 41 lb. Bass or larger.

(Let's Go Fishin')

# Alexandria Hardware & Lumber Co.

By prize offers and advertising the store keeps its name before the public

"Prompt attention must be given to each and every customer. Enthusiasm must be de-The tackle salesman veloped. should have at his tongue's end a list of the places where fishing is good. He should know the kinds of fish inhabiting the different lakes and streams. The vacationist expects to be informed what your community has to offer him. It is a part of the service that must be rendered a customer.

"We believe in advertising. By advertising, however, we do not mean a stiff set ad in the local newspapers, although some newspaper advertising offers great publicity. The announce-

best kinds of advertising is the good-will built up inside a store. As a fishing-tackle salesman, you should sell yourself to the customer by judiciously offering some advice, such as the suggestion to make sure he is using a sharp hook that will imbed itself back of the barb when the angler strikes. Tips of this kind make the fisherman feel that you know your business and succeed in giving him confidence in you.

"When a sale of a rod is made it is great advertising to tell your customer about the guarantee and to impress upon him that you want to serve in the replacement of defective goods

# ouglas County Casting Contest



## ALEXANDRIA HARDWARE & LUMBER

CO.

# Wednesday,

AT L'HOMME DIEU BAY

On the main road north of the City of Alexandria

In case of unfavorable weather the event will be postponed to promote the splendid sport of casting among the many tourists and citizens of Douglas County and to bring them together, they entertaining and being entertained at this great casting event. Our efforts and expense are merely one expression of the Citizens of Alexandria showing their appreciation of your being with us in this, the finest Lake district in the State of Minnesota

# **\$100** in Prizes

### Mon's Accuracy

15t Frize, James Heddon Reel -	\$12.00
2nd Prize, Heddon Split Bamboo Rod	7.00
3rd Prize, Heddon Rod Case	2:00
4th Prize, Dowagiac Bait	.90
Men's Distance Casting	

1st Prize, Heddon Split Bamboo Rod 2nd Prize, " "	\$10.00 5.00
3rd Prize, Heddon Simpson Line	1.45
4th Prize, Dowagiac Bait -	.90

### **Ladies' Accuracy**

1st Prize, Heddon Split Bamboo Rod	\$12.00
2nd Prize, Heddon Split Bamboo Rod	5.00
3rd Prize, Heddon Simpson Line	1.45
4th Prize, Dowagiac Baix	.90

# Ladies' Distance Casting

1st Prize, 1 Reel, value	\$9.00
2nd Prize, Heddon Split Bamboo Rod	5.00
3rd Prize, Heddon Rod Case	2.00
4th " Downstac Bait	.90

## **TEAM ACCURACY**

### Value \$25.00

COMPETING FOR THE SILVER CUP. T BLAKE HOTEL TEAM LAKE DARLING TEAD







### FREE SPORT FOR EVERYONE

You don't have to win to have some fun, nor you don't have t t to enjoy yourself—just ask Carl McCoy. Be sure and come.

RULES OF THE CASTING CONTEST: ^\*\* "

# Alexandria Hardware 👊 Lumber Co

To fishermen in Douglas County, the Alexandria Company's casting contest is one of the Summer's high spots

Give him to understand that you from are square-shooters, as are handling a dependable line well as manufacturers. and that the people you buy

This (CONTINUED ON PAGE 92)

# Another batch of sales ideas for use in July and August

Hot weather plans that other merchants have tried and found successful

HAT kind of a drive for sales are you going to make during July and August?

The time when the hardware dealer played fiddle-dee-dee with his thumbs and sat waiting for a Summer slump belongs to the dark ages of retailing.

Thére is no Summer slump

for the aggressive hardware merchant of to-day. He goes out after business. He makes the hot weather work for him.

Here are a number of ideas for increasing sales that dealers have tested out and found practical and profitable. They will increase your Summer volume.

# 1. Getting the Summer guests' business

An Eastern dealer says: "I suppose every town has some Summer homes. Our town has and, of course, the business of these families improves Summer sales.

"And we go after it! Just as soon as we know from the paper or a realtor that a house is rented for the Summer, we get the address of the tenant and write him that we are here, ready to serve him. The moment we learn that a servant or a member of the family has arrived, we call. A new family moving in always has some needs. And then we suggest, from observation of what's missing, other items that we sell."

# 2. Going after the hunter

Now is the time to call the sportsman's attention to his Fall hunting needs. Many of them have guns that need repairing. Write them a note telling them to bring their gun in and that you will send it to the factory and have it repaired and back in time for the Fall season. Your hunters will appreciate this service.

You make a profit on the repair work and, in many cases, you sell new guns. Try it!

# Get your sales stimulators!

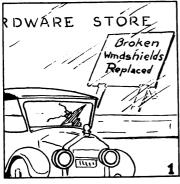
It's not too late. Turn to pages 5 to 9 of the June issue of GOOD HARD-WARE, in which 74 manufacturers offer to send dealers' helps free. Check off on your letterhead the helps wanted and mail to GOOD HARDWARE, 912 Broadway, New York City. We'll do the rest.

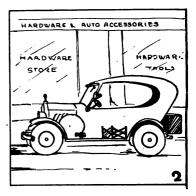
# 3. Four ways to increase auto accessory sales

Here are four ways in which one store pushes the sale of automobile accessories:

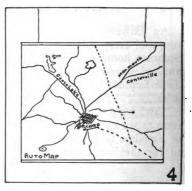
just what the various accessories are like.

3. On a table in the front









- 1. By advertising that it has the right glass at all times to replace broken windshields. The store also keeps in touch with various garages and auto repair shops of the city and reminds them that it has this glass.
  - 2. The head of the accessory department has his automobile equipped with many of the different accessories carried in stock. The car is parked outside the store every business day and is used to show prospects

part of the department, accessories are always neatly and attractively arranged, so that people who are interested can pick them up and look at them. The goods on this table are changed at least once a week.

4. The store has a large topographic map showing hills and valleys, water streams and traction and railroad lines for 50 miles in every direction. Motorists use this map to familiarize themselves with the countryside.

# 4. Bicycles and wheeled toys

Below is an irresistible exhibit. See how the racy-looking bicycles sparkle! Even the skooters, kiddy cars, tricycles and toy autos look just as bright and new as the day they were born.

This department in the Davis-Hunt-Collister store has always been profitable. The reasons are because it carries a complete variety—something for everyone from Tot to Pop—and also because the man in charge is on the job with arresting displays. There's a secret of bringing

There's a secret of bringing out the skillful construction details of these types of vehicles. The parts must be kept polished, so the enamel finish shines, as well as the nickel. And remember also that the tires must be kept clean and new looking.

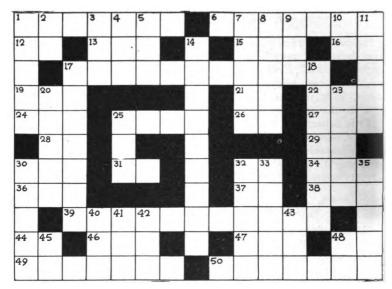
# 5. Keep the whole force selling

When things are a little slow and the weather is hot, it is pretty easy to sit around and watch sales slump. A Southern hardware dealer keeps all his boys pepped up by the following method:

He collects a careful list of prospects for aluminum ware, (CONTINUED ON PAGE 56)



In this bike and toy department the displays are always sparkling. Nickel and enamel finishes are kept brightly polished and the gleaming metal catches the eyes



# Cool off by trying to do this puzzle

Last month concluded Good HARDWARE'S series of cash prize cross-word puzzle contests. winners of the May contest may be found on page 74 and the winners of the final contest will be named in the August issue.

No cash prizes are offered for solving the above puzzle. HARDWARE is publishing it merely for the pleasure of fans. send us your answers.

(Horizontal)

- 1. A city used in the firm name of
- a manufacturer.\*

  6. What the heads of Hudson Bay Trading Posts were called.

  12. "—— the poor Indian."

  13. (L) an edge or margin.

- 13. (L) an eage of managements.
  15. Away from.
  16. A kind of metal (abbr.).
  17. Longest word in the name of a manufacturer of Radio.\*
  17. Longest word in the name of a manufacturer of store fixtures.\*

- 19. Initials of a maker of store fixtures.\*
  21. Printers' measure.
  22. Tenth month of the year (abbr.).
  24. Term of respect.
- 25. A type of poem. 26. In regard to (abbr.).

- 27. A busy insect.
  28. To act.
  29. Law Latin (abbr.).
- 30. Half a score.

- 31. To move.
  32. Senior (abbr.).
  34. A small person or fairy.
  36. A Biblical name.
  37. Negative.
  38. What the sun is sometimes called.
  39. State in which the Malleable Iron Fittings Company is located.\*
  44. First name of a famous ball player.
  45. Pareze

- 44. First name of a second of the second of

### (Vertical)

- What detectives follow.
   A short, hearty laugh.
   Noise made by a dove.
   Initials of a manufacturer of a magnetic tack hammer.\*
- 5. A ravine.
  7. Not before.
  8. Committed by breaking a law.

- 9. Also.
  10. Right (abbr.).
  11. Used to cover roofs.
- 14. A cliff.17. Continuing always, as a sickness.18. The most noble.

- 20. Apple juice.
  23. A musical instrument.
  25. Can be whipped with the product of the Columbia Metal Products Co.\* of the Columbia access.
  30. Canvas houses.
  32. Tinner's cutting tool.
  33. Slang name for diamonds.
  35. "Tanglefoot" catches 'em.\*
  40. Metal in its original state.
  41. A woman devoted to a relig

- 41. A woman devoted to a religious life. 42. Used in playing tennis.
- 43. An Indian tribe name. 45. Old form of you. 48. Neuter pronoun.

<sup>\*</sup>Mentioned in the advertising in this issue of Good HARDWARE.



A 90-year-old hardware store in Boston built right over the ocean. The owner could fish from his office window.

# The Atlantic Ocean is the cellar of this hardware store

Since 1835 Bostonians have been coming to the unique store of John Binney & Son for marine hardware

# By Nels H. Seaburg

SINCE 1835 the tides of the Atlantic Ocean have risen and fallen with monotonous regularity beneath the entire floor of the hardware store of John Binney & Son, in Boston. The Atlantic is, in fact, the cellar of this store, for the water comes right up to the very entrance and sidewalk.

From his office in back of the store, the present owner can look across Boston Harbor and watch the passing ships of all sizes and nationalities. He could also fish from his office, if he should be so tempted, by sticking a pole out of the window.

Though the store is situated down among the wharves, it is still much nearer its buying public than a good many other hardware stores located in the business heart of Boston. And, because such a large number of its customers are commuters, the store has encouraged the practice of these customers coming into the store early in the morning on their way to work

to leave their orders which are ready for them in the evening when they return to their homes. This has proved a decided convenience to the customers.

# Handled on large scale

Being situated in the midst of the wharves where the deep-sea fishermen make their headquarters, the demand for bamboo poles, smelting outfits, cod lines and hooks, eel-pots, and other deep-sea fishing equipment is always pretty heavy. Many of the fisherfolk are supplied with a big part of their outfits here. Sales of straight bamboo poles vary during a season from 500 1.000. From 500 to 700 smelting outfits are disposed of during a year. The demand for these, like that for bamboo poles, will vary for many reasons.

For example, if the market price for smelts goes way up it is surprising how many amateur fishermen will go after them. Quite a good proportion of the hardware sales of the store can be traced directly to the fact that fishing tackle is handled on such a large scale.

Specialization in the smaller marine hardware was the direct outgrowth of such a demand from the Summer commuters who own small power-boats and yachts, as well as the demand from the neighboring fishermen.

# Good Summer trade

A rushing business is done all through the Summer, starting early when the commuters begin fixing up their pleasure boats, and continuing spasmodically until the latter part of October.

There is always a steady demand for boat lights and lanterns. Last year the store enjoyed an unusual trade in boat lights, which at that time began to be used in homes for decorative purposes. The demand still continues for them. A number of fancy copper lights were made up especially for this demand.

The well-equipped sheet metal shop of the store occupies the entire top floor of the building. Several of the ship chandlers in the city have their sheet metal work done by this water-front shop, and this work is largely in the nature of fixing up galley ranges on boats. A lot of this kind of work the store also gets from its fishermen customers, as well as fixing up ventilators on boats, etc. The experience of this 90-year-old concern shows that customers generally shape a store's business.

# Send for your sales stimulators now!

On pages 5 to 9 of the June issue of GOOD HARDWARE, 74 manufacturers offer dealer helps and other valuable sales stimulators to merchants who will write for them.

If you failed to send last month, look up your June issue and write on your letterhead the numbers of the stimulators you want.

Mail to GOOD HARD-WARE, 912 Broadway, New York City. We'll do the rest.

# Senator Sharp writes home from the Philadelphia convention

Dan Perkins, store manager, gets a letter from the Boss

The 26th annual convention of the National Retail Hardware Association was held at the Benjamin Franklin Hotel, Philadelphia, June 22 to 26.

If you failed to get to the convention yourself, read this letter written by Senator Sam Sharp, successful hardware dealer, to his store manager back home.

It will give you a broader view of the big things in hardware.

Benjamin Franklin Hotel. Philadelphia, Pa., June 22, 1925.

V Y Dear Perkins:-

I am having the laugh on you, Dan. You thought the welfare of the hardware business back home would not permit your attending the convention opened to-day and there is where you were wrong. None of us is so all-fired important that he could not be spared for a few days-or even years.

After all, it does a fellow good to break away once in a while from the dreary daily

routine and give his brains an airing. you beat yourself

out of the trip, but I just felt that the Sharp Hardware Company ought to be represented at the Philadelphia convention and -here I am.

Did you ever read Jack London's "The Call of the Wild"? I know a comparison with the hero of that story is far-fetched but I too felt a "call." Neither politics nor heat waves could keep me away from the convention; it was pulling and tugging and beckoning until I simply packed my grip and came.

I thought I wouldn't care so much for convention speeches; maybe I am blasé and feel that I can make my own speeches; a case of self conceit, Dan, but you know how a fellow in politics gets hardened against oratory. What I like about these gatherings, however, is the personal meeting with my fellowmen in my line of business; the swapping of ideas and experiences; the joy of shaking hands with men who do things and who are somebody at home.

I have received much benefit from lively talks with hardware men when we were sitting in hotel lobbies and in Pullman smokers, and, to my surprise, I also found the speeches interest-

They are a splendid bunch of fellows, these brother-dealers of mine. They are keen, alert, far-sighted; they are whole-hearted, level-headed and take their work seriously; they make you feel inexpressibly proud to be one of them.

# Forceful personalities

I, have always felt that the very nature of our work gives us more than ordinary strength of character and, as I see these men pass me or as I observe them on the floor. I can see the steel in their makeup, the force of their personality. I see it in their eyes and in their expressions and in their very motions. There is nothing half-baked or wishee-washee about them; they talk straight. they think straight and they act straight.

I have talked to a good many of them and some are mighty big men in the business. write these lines it just comes to me that the majority mentioned the fact that they started out as humble clerks and worked themselves up to their present positions. Mighty few of them were born with silver spoons in their mouths; they took their work seriously and grumbled not; they tackled the jobs as they presented themselves and they did not look for snaps or soft spots.

# The secret of success

They attended carefully to the details of their work and made themselves efficient in small things; they worked hard; they did not lay awake nights to figure out how much they could "get" but, rather, how much they could "give."

There is your secret for success. Dan!

Give me the young fellow who thinks hard about the business he is in; one who isn't afraid of extra work or extra service! Such a fellow need never worry that he won't "get" his reward eventually.

Give me the merchant who figures out how much he can "give" to the community that he serves and you will always find that his "gets" are in direct proportion to his "gives."

This thought was brought out beautifully at the convention by one speaker who discussed "the community's purchasing agent."

Forget that you are a seller of merchandise; remember that



you are a servant to your community. You are bringing together under one roof things necessary and things beautiful. Wherever a skyscraper pushes towards the clouds there you will find a hardware man who has lent a hand.

# The broad viewpoint

Hardware men have invented or perfected tools which make work easier or more efficient. Look around your home and count the many little things which make it cozy and comfortable; a goodly share of them have come from the hardware man. He collects them from every nook and corner of the civilized world and lays them out in his store so that you may select them and carry them home with you.

Dan, how much more joy would we get out of our work if we could forget the percentage of profit and could think only on the service which we render our fellowmen. If we could only visualize the poetic side before the monetary side!

Just remember, Dan, that we hardware men have a duty to perform towards our community. We are there for our neighbor's comfort and benefit. The more we are able to impress upon our customers that we are servants interested in their welfare, the better they will repay us for these services rendered. And we are justly entitled to this payment—don't misunderstand me. But I feel that profits gained through better service are cleaner profits.

(CONTINUED ON PAGE 70)





# Good Hardware as an idea exchange

The reason Good Hardware is interesting is because it has always made a specialty of publishing practical hardware information. One of its strong features is that the magazine is more or less an exchange of ideas among dealers.

A typical example of how ideas are exchanged through the pages of GOOD HARDWARE is illustrated by the following:

In the March edition there was published in the Idea Section a stunt worked out by John L. Binder. This dealer's stunt was to attach two strap iron hooks on the end of his counter for holding screen cloth when measuring and cutting.

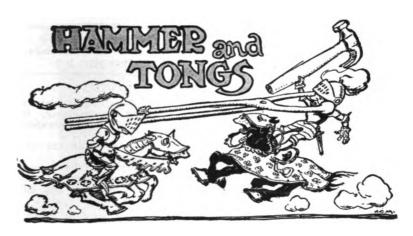
The idea was read and immediately used by Davis, The Hardware Man, of Boston, Massachusetts. The photo shows the results that were obtained through this exchange of ideas.

Any ideas you can pass along to other merchants?

# Named sale after

When the owner of an Indiana store left on his mid-Summer vacation last year, the clerks held what they called "The-Boss-Is-Gone Sale." This unconventional name attracted much attention and drew business to the store.

Use July and August to give mail-order houses a set-back. See page 24.



A TOUGH JOB

"I'm gonna quit," said the new farm-hand, disgustedly. "How do you expect me to hold a plough, with two big, strong horses trying to pull it away from me all the time?"

## AT 10 MILES AN HOUR

"I understand you have a second-hand car. Do you drive it?"

"No! We coax it along."

### IN A HURRY

Mrs. Smith (after 10 minutes' conversation): Well, Mrs. Brown, I must be getting along to the plumber. My husband's home with his thumb on a burst pipe, waiting till he comes.

## INDISTINCT

The boy had just written down an order received over the telephone.

"What's the matter with this?" demanded his boss. "I can't read

a word of it?"

"Well, sir," was the apologetic answer, "you see the talk was so indistinct."

### SERVED THE PURPOSE

The captain, taking inspection, noticed Private Brown had no tooth-brush.

"Where's your tooth-brush?" he demanded.

"Here, sir," said Private Brown, producing a large scrub-

bing brush.

"You don't mean to tell me you can get that thing into your mouth?" shouted the captain, angrily.

"No, sir," replied Brown, without changing his expression.

"I take my teeth out."

### THE LESSER HALF

"They're getting married soon."

"Does he know her age?"
"Yes—part of it!"

### HIS FATHER'S SON

"Late again, O'Malley," roared the boss. "How do you account for this persistent tardiness?" "'Tis inherited, sir," answered O'Malley. "Me father was the late Michael O'Malley."

### NOT ALL THERE

Wife: When I married you I thought you were perfect!
Husband: Nonsense — I told

you I had one toe missing!

Corkscrews are still anxious to do their duty if they can find an opening.

### WHAT'S A NAME FOR?

A man rushed into an old furniture store.

"What do you want?" asked the proprietor.

"Is this a second-hand store?" asked the man.

"Can't you see it's a second-

hand store?" "Well, I want a second hand for my watch."

### A MYSTERY

"What does your wife say when you are out so late at night?"

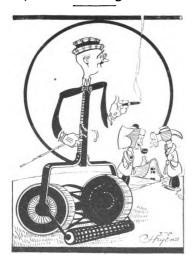
I'm not married."

"Then why do you stay out so late?"

# IN A CLEAN BUSINESS

"My motto," said the very as-sertive man, "is: 'Buy dirt cheap and sell in the highest market. What do you think of it?"

"Well," replied the quiet little man, "I don't really know. You see, I've never bought dirt."



"There goes Mr. Lawn Mow-They say he's very sucer. cessful.

"He deserves to be. He's a man that has never let the grass grow under his feet."

In the days of chivalry a woman came before a man. Now she goes after him.

### LOGIC

Bobbie was reading history, and, looking up suddenly, he "What is beheaded, mother?"

"Having one's head cut off,

darling," she replied.

After a thoughtful moment Bobbie remarked: "I suppose defeated is having one's feet cut off?"

### HE DID

Here lies the body of Ollie Pidd; He thought he wouldn't skid, But he did!

### WHY THEY ARE UPRIGHT

Stout people, they say, are rarely guilty of meanness or

Well, you see, it's so difficult for them to stoop to anything low.

### PUPPY LOVE

"There is a woman who treats her husband like a dog."
"Abuses him?"

"Oh, no. Pets and fondles him."

### PLAIN, ON THE FACE

Nellie: Marion is always bor-

rowing my powder-puff.

Bertha: She must have a lot of cheek.

# TAKING NO CHANCES

A woman went into a photographer's to have her picture taken. While the photographer was adjusting the camera, the lady wrapped a clothesline around her skirts.

"You'll have to take that off, madam," said the photographer. "I can't take your picture that

way."
"You can't fool me, young
"I know you man," she said. "I know you see me upside down in that camera."



Crosley owns and operates station WLW, Cincinnati, the first remotety controlled super-power broadcasting station.

Add 10 per cent west of Rocky Mountains

This is the latest refinement of the marvelous set that

enabled Leonard Weeks of Minot, N. D. to catch the messages of MacMillan's North Pole expedition when sets costing ten times as much failed.

In this set Crosley has developed the famous Armstrong regenerative circuit. This circuit does with one tube what it takes three tubes to do in others.

This set will bring in stations from all over the country. It is simple and easy to operate. With accessories the total cost should be under \$25.00. Crosley keeps the cost down with his "radio-forthe-millions" ideas in production.

Recent letters from enthused owners of the Crosley one-tube 50 report good reception at these distances:

Mrs. J. E. Martin at East Palestine, O. hears KGO at Oakland, Calif.

O. W. Bryant at Sunset, Texas gets WLW at Cincinnati, KDKA at Pittsburgh and Hollywood, Calif. ... R. Pratt, Hammond, Ind. hears 5NO, New Castle, England.

Eugene Barnhouse at Brookfield, Missouri, hears Montreal and Winnipeg, Canada. Paul J. Hall at Osceola, Neb. hears 2LO at London,

Your jobber will gladly demonstrate the Crosley line and tell you how you can cash in on bigger profits with these fast-selling Crosley sets. Get in touch with him today.

Crosley manufactures receiving sets which are licensed under Armstrong U. S. Patent No. 1.113,149, and priced from \$14.50 to \$65, without accessories.

# Special Sloping Front 3-Tube Crosley 52

Cabinet contains dry A and B batteries. Sameefficient detection and reception as regular 52. \$35.

2-Tube Crosley 51

∠ I upe Crosley 51
Same as wonderful Crosley 50
with additional tube amplifier.
Local and nearbystations on loudspeaker always and distance up
to 1500 miles under average conditions. Much greater range with
head phones.

Special Sloping Front

2-Tube Crosley 51
Same as model 51, with cabinet holding all dry A and B batteries.

2-Tube Crosley 51 Portable

The Crosley 51 in a black leather-ette case, with nickel trimmings. Space for batteries. \$23.50.

Crosley Musicone

A marvelous new development of loud-speaking principles. Diffusion of sound creates perfect reproduction of all tones. \$17.50.

3-Tube Crosley 52 A larger set for those who want a larger set for those who want greater reception range on the loud-speaker. Operates on three tubes, using wet or dry batteries. Consistent loud-speaker range 1500 miles or more.

3-Tube Crosley 52 Portable Same as other 52 models, but in a black leatherette case. Easily carried. All batteries inside. \$35.

Prices quoted above do not include accessories. Add 10 per cent west of Rocky Mountains.

# The Crosley Radio Corporation

Powel Crosley, Jr., President 748 Sassafras Street, Cincinnati

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### TERSE VERSE

### BY RAY HOPPMAN



### **EXPLANATIONS IN ORDER**

Mother: Look, dear, there's the church where your father and I were married.

Tiny Tot: Who took care of me that day, mummy?

### ADVICE

"If you are going to borrow money, borrow from a pessimist."

"Why a pessimist?"

"He never expects to get it back."

### NO BUSINESS THERE

Visitor: Has your husband really got any business in the City?

Mrs. Country Merchant: Not

without me!

### PERSONAL ATTENTION

"I had to stay home with father," said the boy who was late at school.

"Wouldn't someone else have

done?"

"No, teacher, 'cos he was giving me a spankin'."

### NO SALE

A man was trying to sell a horse. The animal was broken-winded, but sleek. The owner trotted it around for inspection, and remarked: "Hasn't he a lovely coat?"

The prospective buyer looked at the heaving flanks of the animal, and replied: "Yes, h's coat's all right; but I don't like his pants."

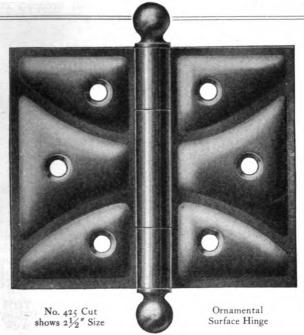
### HER CHOICE

Hubby: I see that Pressley, who died the other day, left his wife half a million. How would you like to be his widow?

Wifey: Now, you know I would rather be yours, dear.

# \$2 for jokes

Turn to the "Vices of 1925" on pages 20 and 21. If you can think of some clever situation, pun or smart saying relating to hardware stores. GOOD HARDWARE will pay you \$2 for each one accepted for "The Vices." We don't want jokes of the type used in "Hammer and Tongs" -study "The Vices" and you will see what we are after. No manuscripts intended for "Vices" will be returned. Address The Vices Editor. c/o GOOD HARDWARE, 912 Broadway, New York. N. Y.



# A "National" Favorite

No. 425, because of its attractiveness and strength, is one of the fastest selling and most profitable hinges in the entire National Line. All sizes are made of cold rolled steel, beautifully embossed and finished as desired.

Width Inches	Kind of Pin	Style	Number Pairs in Box	Dozen Pairs in Case
11/4	Oval head	Flat	1 dozen	40
134	Oval head	Flat	1 dozen	32
2	Ball Tip	Flat	1 dozen	18
234	Ball Tip	Flat	1 pair	12

Sizes 1½-inch, 1¾-inch, and 2-inch, are packed one pair in an envelope, with oval head screws.

National serves you better **Natienal** 

Send for Catalog No. 19

National Mfg. Co. : Sterling, Ill.

BUILDERS' HARDWARE

To answer an advertisement, tear out page and pin to letterhead

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# Giving mail-order houses a set-back in Summer

(CONTINUED FROM PAGE 27)

that it has very little to do with buying power. It proves that shoppers always respond to unrelenting selling efforts of the right kind.

A lot of merchants still imagine that people don't buy during the Summer because they haven't any money. But this notion is simply a hang-over from the difficult times back in the '80's and the '90's. Buying power now is something that runs along pretty regularly.

This is because things have changed in recent years. Agricultural and industrial markets are more plentiful, more money is in circulation and banking methods have brought about a stabilized condition. These improvements in the country's economic whirlpool have benefited the common people the consumer. People now buy what they want at the time they want it. The moral is to keep stimulating their desire for the things you sell.

# Making goods attractive

But here is something to keep solidly in mind: If the mail-order houses cannot sell during the Summer with stale, time-worn attractions, then neither can you. People may know all about your store. They may know it is kept neat and that your salespeople are courteous. They may appreciate the service you give and believe in your values. But they aren't very apt to come walking in to buy something

unless actual necessity compels them to.

When the condition of actual necessity does not exist, then you have to place your goods before people in a way that will arouse a desire for them. And you can do this by playing up all your advantages of personal contact. It is the fresh, the novel, the ever-changing appeal that attracts people to your sales counter.

# Unusual possibilities

July and August, then, are months of unusual advantage and sales possibilities for you. By putting brisk determination in your selling appeal, you will drive your Summer business to a point far above the average for other months.

More than that, you have no catalogs to compete with. The few that have been lying around since last Winter are like your old newspaper ads—forgotten. This gives you an advantage in securing future business that otherwise will go to the mail-order houses.

Increased sales for the present and a competitive leadership for the future—you have these to gain in proportion to the pace you set during July and August. Now, when mail-sales are lowest is your opportunity.

Watch GOOD HARD-WARE for the second article in this series, describing the growth of the mail-order houses and revealing some of the stunts they use to get business.



# Sold before they enter your shop!

PUT in an Eveready Columbia Dry Battery window and watch customers stop, look and walk in. Quicker sales, more frequent turnover of your battery capital and often the marketing of other merchandise follow such window dressing. We have ready for your use an assortment of display material of all sizes and types, for large and small windows, store counters and shelves. Each piece handsomely lithographed in colors and substantially built to last. Sent free on request.

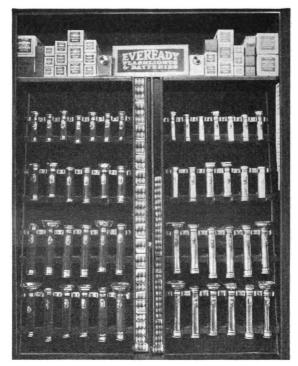
Order a stock of Eveready Columbia Dry Batteries from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON Co., Inc., New York—San Francisco
Atlanta Chicago Dallas Kansas City
Canadian National Carbon Co., Limited, Toronto, Ontario

# EVEREADY COLUMBIA Dry Batteries

-they last longer



# Novel flashlight rack made sales jump

Down in Baton Rouge, La., the Stroube Drug Company has a rack originally built to display magazines. Mr. Stroube hit upon a novel idea and stocked the rack with Eveready Flashlights, Batteries and Lamps. Arranged a nice display and featured Eveready Flashlights in his advertising.

His confidence in Eveready as a business-builder was repaid with immediate and astonishingly profitable results . . . flashlight sales increased 500 per cent!

Shows what a little ingenuity

will do for the profitable Eveready line. Makes it pay even more handsome profits. And the newly designed and improved line of Eveready Flashlights is the most attractive, fastest-selling line of flashlights on the market. Ask your jobber about Eveready and write us for free Eveready display material and selling helps.

Manujactured and guaranteed by
NATIONAL CARBON CO., INC.
New York San Francisco
Atlanta Chicago Dallas Kansas City
Canadian National Carbon Co., Limited
Toronto, Ontario

EVEREADY FLASHLIGHTS & BATTERIES -they last longer

### EVEREADY HOUR EVERY TUESDAY AT 8 P. M. Eastern Standard Time

For real radio enjoyment, tell your customers to tune in the "Eveready Group." Broadcast through—

Broadcast through—
WEAF New York
WIAR Providence
WEEI Boston
WFI Philadelphia
WGR Buffalo
WCAE Pittsburgh

WEAR
WSAI
WWJ
WCCO
{
Minneapolis
St. Paul
Davenport



To answer an advertisement, tear out page and pin to letterhead

Recently GOOD HARDWARE published an article written by a merchant and dealing with what the past five years have taught business men and farmers in the agricultural sections. The article was headed, "Sunshine for the Hardware Dealers in the Great Farm States."

Since then another merchant has been taking stock of the situation. He has summed up the teachings of the period in question, years with their ups and downs and often gloomy outlook. His findings are presented below.

# What the ups and downs of the past five years have taught me

A Montana merchant searches for and finds the silver lining behind the recent gloomy years in agriculture

# By A Hardware Merchant

AM a dealer in Montana. I have gone through the ups and downs of the past five years in dealing with farmers. These years have taught the hardware merchants in my State a lot. The same probably applies to other sections of the country.

This subject was recently discussed at a business meeting which I attended and here are some of the outstanding points that this discussion developed.

First of all, the low farm prices during the past five years have forced farmers to diversify. That is what this country needed and that contribution

alone is worth a lot us us all.

2

The homesteader who wasn't a real farmer has found it necessary to fold his tent and move away. Many of the homesteaders were nothing more than adventurers and the last five years have helped rid the country of many of them.

3

We have learned, too, that a

Does rapid turnover help or harm your business? See page 9.

country can have too many banks. When banks are too numerous, bad banking results, and bad banking ruins any country. That has been one of the troubles of the Northwest.

4

The best way to ruin a farmer is for the merchants to be too liberal in their credit. Getting a farmer in debt, more than he should be, is bad business for the farmer and the merchant. It is the best way to drive the farmer out of business and bring misfortunes upon the merchant as well.

5

The farmers have learned that they must expect to make their money out of crops and not in land speculation. Very few men can make a living in the long run by living on a farm and have it increase in value so as to derive a profit. Unless they expect to raise crops and produce, they had better stay off farms.

6

It is dangerous business for farmers, as well as merchants, to stake all of their future on one crop. the stability of which depends on an export market. They had better concentrate on crops that are largely used in home consumption, so that when foreign business and foreign finance are off, the country is not ruined.

- 2

Another thing that we have learned is that the political agi-

tators can help but little. Congress can do little in remedying economic laws. Low prices are economic problems and political talk cannot affect them much.

8

The people in the farm sections have learned to take their medicine and be good losers. Many of the wise ones are now beginning to realize that the difficulties of the past five years were, to some extent, brought on as much by unhealthy conditions in the farm sections and by bad banking and bad merchandising as by any other cause.

9

Merchants had better not speculate too much on futures. Sell the farmer only on the basis of what he can handle on short-time payments. It is bad business for the farmer to mortgage his crops a year or two in advance.

\* \* \* \* \*

These are what I consider some of the major things we have learned in the past five years, but I, for one, am willing to admit that not all the trouble of the great grain country can be blamed on foreign or national situations. Some of it is our own fault. Now that we have gone through it and have had an opportunity to reflect, I think we can profit by taking stock of ourselves.

Not too late for sales stimulators. See the notice on page 31.

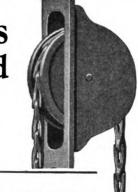
# Bigger Hardware Business

# Sash Chain is better than cord —Sell Chain!

SASH Chain is rapidly replacing cord—all modern buildings are now equipped with it. Architects and contractors specify sash chain for homes as well—here's business you can get in volume right in your locality.

Think of the replacements on worn out sash cord—there's more profit in chain and it serves your customers better. Here's a chance to increase the profits of your building hardware department.

Hardware dealers are suggesting chain in this and a score of uses where chain is best. You can rapidly increase chain sales by doing this. Ask your jobber's salesman about Acco Sash Chain.



Carry These Acco Profit Makers:

Cow Ties
Dog Leads
Kennel Chains
Wagon Chains
Log or Binding Chains
Porch Swing Chains
Harness Chains
Harness Hardware



There's good profit in Breast Chains. Feature them in a chain window or wall display. Also a complete line of Elwel Breast Chains in single, double slack or tapered chain,

# Halter Chains Harness Hardware

Tenso Pattern—fitted with welded ring, wire toggle and snap. Furnished in welded and weldless chain. Also a good line of harness hardware. You can get the repair business in your locality.



AMERICAN DATE OF THE AMERICAN CHARLES COMPANY. In Incident Company of the Company

Incorporated, BRIDGEPORT, CONN. LIMITED, Niagara Falls, Ontario

New York Chicago Pittsburgh San Francisco and Weldless Chains for All Purposes





# Another batch of sales ideas for July and August

(CONTINUED FROM PAGE 33)

paint, household equipment and other lines. He then assigns a list of prospects to each of his force and, during the dull hours, each man is expected to follow his prospects by personal calls. In this way many prospects are turned into sales that help increase the Summer volume.

# 6. Goes after lawn mower business

"Of course we know this town pretty well," said a New York dealer. "Therefore we've made up a list of those who have a fair-sized lawn to keep cut. They are prospects for a power mower.

"First we send them the folder furnished by the manufacturer on the mower we sell. On the cover is our own imprint and a picture of Mr. Sizer, one of our men. Then we send them a letter and, after returned inquiries to this campaign are covered, we go after the rest of the list.

"Mr. Sizer calls up and asks 'When did you mow your lawn last? When will it need cutting again?' He then arranges to have a power mower there to do the job, and of course he is on hand himself to show the prospect how to operate it. We make many big sales that way."

# 7. How he gets big Summer business

H. J. Vail, in Randolph, Vermont, has built up a real business in plumbing, furnaces and

lighting systems. Being as familiar with practically every home in town as he is with his own home, he knows just whom to talk to on the installation of a bathroom and just who needs a new furnace.

When people begin to talk about going away on a vacation "Jack" goes after them. "You know me, and you know my men," says Jack, "so you're not afraid to leave me the keys to your house and, when you come back, there's the job done. No fuss, inconvenience or litter." The answer in many cases is "Yes."

# 8. Electric fans

Electric fans are a good specialty to push during the Summer months.

Below are 17 uses for electric fans. Most of these will offer sales possibilities. Perhaps calling up some of your prospects on the telephone will bring in business. The following suggestions will give you copy angles for your advertising. Hot weather time is fan time.

Here are some of the ways in which fans are used:

- 1. In the living-room to keep the family comfortable.
- 2. In the dining-room to keep flies off the table.
- 3. In the bedroom for a comfortable night's rest.
- 4. In the kitchen to make cooking less fatiguing.
- 5. In the sick room to keep fresh air stirring.
- 6. In the nursery for baby's comfort.
- 7. In the bathroom to clear the room of damp, odorous



# Why the Demand for EAGLE Is Steadily Increasing

The Eagle Dealer-Help Plan is a business-developer for dealers everywhere. We will gladly tell you about it.





THE steady growth in popularity of EagleWhite Lead, Pure Old Dutch Process, comes from master painters and home-owners who want the finest material. Their demand is increasing the business of the many dealers who are more and more standardizing on Eagle White Lead.

The qualities of long continued whiteness, smooth and easy brushing, great covering power, uniformity and permanence, are good enough reasons why good painters have been using Eagle White Lead since 1843.

Eagle is still produced by the Old Dutch Process of slow sure corrosion, requiring approximately ninety days—a process costly to the manufacturer, but necessary to the production of the finest material.

The EAGLE-PICHER LEAD COMPANY 865-C • 208 South La Salle Street • CHICAGO

# EAGLE White Lead

PURE OLD DUTCH PROCESS

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# The Great Opportunity BIG PROFITS

We are now extending our distribution through national advertising in GOOD HOUSEKEEPING, BETTER HOMES & GARDENS and other forms of effective publicity, which is creating a great demand, and at the same time a great opportunity for new dealers in new territory.

Dealers everywhere are making more profits with SUMMIT SYPHON RANGES, and we are prepared to tell you the story and to submit full details of our merchandising plans.

# WRITE US NOW!

The SUMMIT SYPHON FLUE gives you a strong and appealing talking point that will interest every woman. It is something new, something different, something with real merit—and something that every housewife has been waiting for to overcome the annoyance of an unevenly heated, slow oven.

It is an easy matter to interest every user of a kitchen stove in Summit Coal and Combination Coal and Gas ranges equipped with the patented SYPHON FLUE. This Flue is made, owned and controlled by us and cannot be attached to any other make of range.

# SUMMIT FOUNDRY COMPANY Geneva, N. Y.

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To answer an advertisement, tear out page and pin to letterhead

vapors just after bathing. Open the windows, start the fan, and the air will be perfectly fresh in a few minutes.

- 8. In the pantry and storeroom every day for a few minutes to draw in fresh air that will rid these places of musty odors.
- 9. In any stuffy room to make it comfortable.
- 10. In workshops to increase production.
- 11. In the offices to increase efficiency.
- 12. Over the store door to keep out flies.
- 18. On the counter for the comfort of customers.
- 14. In the restaurant to chase flies and give comfort.
- 15. Near large mirrors to keep flies off.
- 16. In the telephone booth to drive out foul air.
- 17. At the printing press to keep rollers from melting.

# 9. Ice-cream freezers

Summer-time is ice-cream time.

Every Summer you will hear some one remark: "It surely is a warm day. Now if I just had an ice-cream freezer I'd make some nice home-made ice-cream."

Dad vows: "The next time I am in the neighborhood of Smith's hardware store, I'll buy one." But Smith's hardware store is out of his beaten track and season after season goes by without the ice-cream freezer being purchased.

One day he passes by your hardware store and his attention

is attracted to a display of small ice-cream freezers just the right size for a small family. He remembers his promise to the folks at home and he also remembers how dearly he loves home-made ice-cream. He pictures his wife fussing near a hot stove making and baking apple pies or puddings when, with an ice-cream freezer, delicious ice-cream could have been mixed and frozen in about 25 minutes.

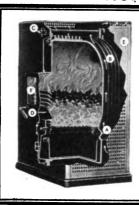
You can readily understand that it does not require much argument for this man to plank down \$2.50 or \$3 and take home the one kitchen utensil that everybody in the house welcomes. A boy or a man may balk at washing or wiping dishes, but he is never too tired to turn the handle of an icecream freezer a few minutes.

Wireless telegraphy and wireless telephones have been "matched" by the crankless ice-cream freezer—the kind you do not have to grind like a hand organ.

You merely pour in the ingredients, pack with ice, and a vacuum chamber does the rest. The cream is properly frozen in less than 30 minutes.

This kind of a freezer is ideal for picnics and outings, as it is light, compact and easy to carry. It is a dandy ice-cream freezer for the automobile. You merely fill it before you start the machine—it freezes through during the first half hour you are riding. The cream is then ready to serve any time you stop for refreshments along the wayside—cooling and delicious.

# Company announces to every heating contractor heat distributor



### The new IDEAL Vecto Heater

- A One-single casting: Remarkable strength; perfect air control.
- B-Arched channel design: Warms more air; quicker circulation.
- C-Easy Regulation: Warmth desired at the turn of a handle!
- D-Lock-safe Fire Door: You cannot force the fire. This insures safety.
- E Gray Enameled Jacket: of porcelain enamel; cannot scratch.
- F-Transparent Door Panels: Withstand high temperatures and give off a ruddy, genial glow.



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# Sell the "Handy" Hopper

This is the Hopper so "handy" that every poultry raiser needs it. You can sell quantities of this and other Oakes fixtures with real profit and satisfaction. Poultry supplies of Oakes well-known standards of quality mean customer satisfaction and repeat business for you in—fixtures, hoppers, fountains, sprouters, incubators, hovers, etc.



The Handy Hopper shown above is made of galvanized is on throughout, spot welded; hinged lid; rat, mouse and dirt proof. Adjustable front eliminates clogging with any kind of dry mash. Sizes 12 to 36 inches in length. Write today for catalog and dealer's discounts.

OAKES MFG. CO. 345 Dearborn St. Tipton, Ind.

# Is rapid turnover helping or harming you?

(CONTINUED FROM PAGE 11) on a few brands, you can buy in reasonable quantities and make a considerable saving. But don't buy in large quantities for the sake of an extra discount unless you are sure you can sell all the goods in a reasonable length of time.

So let us repeat. A good stock turnover is an absolute necessity for your success in business. But you must not get this turnover by uneconomical means. If, in getting rapid turnover, you do so much hand-to-mouth buying that you are constantly out of some items, and lose sales, then rapid turnover is costing you money and you would be better off without it.

If, in getting rapid turnover, the cost of manufacturing and distributing is increased, then the saving made is wiped out. and retailer and consumer are no better off than before.

Yes, this turnover thing has been overdone by some merchants of late. Common sense must be the rule. Turnover is as important to-day as ever, but the way you get it is as important as turnover itself.

# Selling washing machines

The hardware dealer has ever led in the sale of merchandise to make washing easier. His is the best opportunity to modernize home laundrying by replacing the washtubs, boards, and hand-power washing machines he has sold with the modern electric machines.

GOOD HARDWARE

# A beautiful store front and the sales policy behind it

(CONTINUED FROM PAGE 15)

colors appropriate to the season and the sort of goods being handled in that section.

On the whole, the company aims to have the interior of its store resemble an industrial display as much as possible. Moving objects are prominent. A radio set is working and making itself conspicuous — but not loud enough to be objectionable. Very likely a washing machine is actively coaxing the dirt out of some family's washing.

The Stambaugh - Thompson Company has been in the hardware business in the same location for 77 years. Originally a gun and fur store, it has grown into one of the largest retail hardware stores in the United States.

# Book on mail selling

In Selling by Mail (McGraw-Hill Co., New York), the author deals mainly with circular letcatalogs and periodical advertising that manufacturers have used for selling either a specialty or a very limited line. This takes in preliminary studies of markets, mailing lists, preparation of literature, follow-ups and also the minute details of organization. One part tells about the big mail-order houses -how they get business. book ought to interest retailers who want proved ideas for preparing direct mail matter, building mailing lists and creating better newspaper ads.

# Here's the Book that shows the way to Summer Profits It's Free!



If you are a progressive merchant, interested in increasing your summer profits, we will send you a copy with our compliments.

# CORDLEY & HAYES 46 Leonard Street New York, N. Y.

Cordley & 46 Leonard New York,	Hayes, Street, N. Y.	
Please sen copy of PROFITS.	d me a co , "HOT "	mplimentary WEATHER
Name		
Address	· · · · · · · · · · · · · · · · · · ·	
City	St	ate
Jobber's N	ame	

# Senator Sharp writes home from the Phila. Convention

(CONTINUED FROM PAGE 39)

I haven't had a chance, yet, to meet this speaker who addressed us on "the community's purchasing agent," but I am going to though, trust me! A man who thinks as fine a thought as this is well worth knowing.

You let this idea sink into your head, Dan, and discuss it with the boys at the store. You will spread a charm of dignity over the work which will make it pleasant instead of dreary.

Another speaker talked on team work and progress in a very fine way. It is really wonderful how this idea of team work has taken root and how well the merchants have been repaid for their frankness and spirit of co-operation.

After all, Dan, we hardware men have no individual problems; we are facing the same dangers and we are fighting the same battles. There is a saying: "I give you a dollar, you give me a dollar, and each one of us has a dollar"; but—I give you an idea and you give me an idea and each one of us has two ideas.

There you are, Dan! There you are!

This swapping of ideas is really the important thing at a successful convention. I don't want to spend a lot of money and come home with nothing but flowery phrases in my head. I want to return with a bunch of good ideas told to me by fellows who have executed them successfully and have made

money by them. Believe me, Dan, I always more cheerfully "give" than "get." You boys have put over some wonderful selling stunts and I want my fellow hardware men to have the benefit of the brain and grit of my organization.

Let us forget the ugly word "competitor;" let us rather be "friends." There is room for all of us and no matter what we do the best man will always win. You can't hold a fellow with ideas down no matter in what little side street he started. He'll eventually creep up to the bright lights of Main Street.

I wish some of our boys could have been here at the convention to meet these men and absorb some of the fine spirit which was displayed so abundantly. We all need, occasionally, a dose of this enthusiasm, for sometimes our work seems hard to us and we get discouraged.

It is only when we see the fruit of hard work, when we see the splendid type of merchants that the hardware business develops, that we feel proud of the choice of our life's work.

As ever yours,

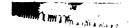
SAM SHARP.

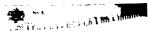
# Washing windows

Don't attempt to wash windows in bright sunlight, for they will look streaked, no matter how hard you rub them.

The sun dries the cleaning mixture so rapidly, that no amount of elbow-grease will make them look clear.







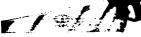
Perfection Cross Cut Saw



No. 53. Hand Saw, Ship Point



No. 65. Hand Saw, Ship Point



Hand Saw



No. 2. Compass Saw



No. 50. Coping Saw

#### Atkins Saw Users Mean More Friends For Your Store

Every time you sell an Atkins Silver Steel Saw, you not only make a good profit and a satisfied customer, but you pave the way for more sales and profits. Every man who buys an Atkins Saw soon becomes an Atkins Booster. He likes the ease with which his new saw cuts, the way it holds its sharp edge, and its freedom from binding, and he never misses an opportunity to praise its many advantages.

As a result, you soon have another customer for Atkins Saws, and so it goes-the more Atkins Saws you sell, the more friends and boosters you will have, and the more profits you will make. Write us at Indianapolis for "Pointers" and "The Man Behind the Counter." Post up on Atkins Saws.



Cross Cut Sav

THE SILVER STEEL SAW PEOPLE

Home Office and Factory, Indianapolis, Indiana

Canadian Factory, Hamilton, Ont. Machine Knife Factory, Lancaster, N. Y.

Branches Carrying Complete Stocks in the Following Cities:

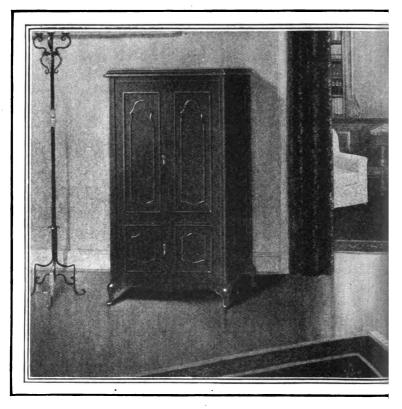
Minneapolis Atlanta New Orleans New York City Portland, Ore. San Francisco

Paris, France Vancouver, B. C.

Chicago Memphis

Seattle

To answer an advertisement, tear out page and pin to letterhead



ORE and more the heating units of small homes had been tending toward heaters that have a place with other homelike furnishings of the modern house. Not only have circulating heat made great savings by eliminating the furnal in thousands of homes, but the new type of heater has become a pleasing complement to other pieces of furniture.

In this direction, as well as in scientific heating, the Quee Anne Home Heater is the latest development. Modeled o the graceful lines of Queen Anne period furniture, it has a

the attributes of a beautiful period cabinet. It finished in brown mahogany effect, beautifully grained

Anchor Stove & Range Company, Inc

To answer an edvertisement, tear out page and pin to letterhead

 $\mathsf{Digitized} \ \mathsf{by} \ Google$ 



### The QUEEN ANNE

# The Ultimate in Cabinet Heaters

See it at the American Furniture Mart, Chicago Ninth Floor, Center Section

The cabinet heater is here to stay. The question in most dealers' minds is, "Which one can I best afford to sell?" To every dealer coming to the Mid-Summer Chicago Market this is an invitation to see the latest development in the cabinet heater industry. The Queen Anne Home Heater is original in its conception—the last word in scientific circulating heat combined with rare beauty and attractiveness.

e evolution of the Queen Anne Home Heater is the result sixty years' experience in healthful heating. Into it has been it every practical detail of twentieth-century knowledge.

the heater has no contact with the heating element. This losed construction gives fully twenty-five per cent more tulating capacity, and consequently, twenty-five per cent more tmth than the old-fashioned exposed type of heater.

ery dealer who wants his share of the big profits being made Cabinet Heater sales will want to see the Queen

ine Home Heater at the Mid-Summer Market.

ew Albany, Ind.

"Quality since '63"

#### May cross-word puzzle contest winners

The question for May was "What do I like best about Good HARDWARE?" The prize-winning phrases were as follows:

#### The \$10 winner

"I like the friendliness that prevails in Good Hardware."—Miss Mabel Long, c/o The American Hdwe. & Equipment Co., Box 517, Charlotte, N. C.

#### The \$5 winner

"The things that please us best, And each has equal share, Are the good sense—and jest— Found in Good Hardware."

-M. E. Corbet, Route H, Topeka, Kans.

#### The \$1 winners

"The front, the inside and the back."—P. E. Nuschke, c/o Louis Nuschke Sons' Store, Austin, Pa.

"Good HARDWARE makes you think you can always do better."-

Mrs. S. Allen Wilson, 790 Rogers Ave., Brooklyn, N. Y.

"GOOD HARDWARE is a faithful, fair-minded friend, full of fun, facts and financial pointers."—Charles Stevenson, S. W. 6th St., Miami, Fla.

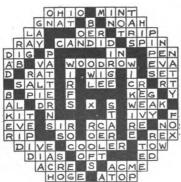
"Good Hardware's best helps on window decorating, and pictures and ideas on the inside appearance of the modern hardware stores"—Ruth Chapdelaine, c/o The A. C. Stone Hdwe. Co., Brockton, Mass.

"The unique way of putting helpful and timely ideas across."—Florence K. Redmon, c/o The Daugherty Lumber Co., Hodgenville,

"For Good Hardware's size, thoroughness and the very helpfulness it affords."—George R. Wolf, c/o Corpus Christi Hdwe. Co., Corpus Christi, Texas.

"Has more practical ideas on displays, stores and how to merchandise hardware than all the other hardware magazines put together."—F. A. Opih, c/o Hawthorne Hdwe. Co., Chicago, III.

"GOOD HARDWARE gives us in advance just what we need for the



future."—Miss Delia Childs, c/o O. W. Childs Hdwe. Co., Douglas, Okla.

"I like Good Hardware because it is indispensable and invaluable to the clerk, salesman and merchant. There is so much value in so little."—John Prohovich, c/o F. I. Webster Co., Turners Falls, Mass.

"Cicero says 'compare things with others rather than by themselves,' and when you compare Good Hardware with the other magazines old Good Hardware is best by test"—Abram Bernstein, 221-222 Congress W., Savannah, Ga.

The following manufacturers of Sporting Goods, Hardware Specialties, etc., are represented in the advertising columns of the July issue of OUTDOOR AMERICA, owned and published monthly by the Izaak Walton League.

#### ARMS AND AMMUNITION

Baker Gun Company
Francis Bannerman Sons
Cushion Pad Corp.
A. H. Fox Gun Company
Frank A. Hoppe, Inc.
Ithaca Gun Company
Jostam Manufacturing Co.
W. Stokes Kirk
Lefever Gun Company
Lyman Gun Sight Corp.
Marlin Firearms Co.
New Method Gun Bluing Company
Pacific Arms Corp.
Reising Mfg. Corp.
Reising Mfg. Corp.
Remington Arms Company
Solvol Company

#### AUTO TRAILERS

Auto-Kamp Trailer Company The Bower Mfg. Company Clare Mfg. Company

#### BINOCULARS

Benner & Co.
DuMaurier Co.
Ferry & Company
Geneva Optical Co.
Haanstad's Camera Shop
A. K. Hawkes Co.
Washington Jewelry Co.
Watry & Heldkamp

#### BOATS AND CANOES

Acme Folding Boat Co.
Aurora Boat Co.
Darrow Steel Boat Company
Alfred C. Goethel Company
Dan Kidney & Son
King Folding Canvas Boat Co.
Old Town Canoe Company
Pioneer Mfg. Co.
Thompson Bros. Boat Mfg. Co.

#### ENGINES AND MOTORS

Caille Perfection Motor Co. Elto Outboard Motor Company Evinrude Motor Co. Johnson Motor Company Lockwood-Ash Motor Co. McNab-Kitchen Rudder Corporation Universal Motor Company

#### FISHING TACKLE

Ashaway Line & Twine Mfg. Co. J. R. Baker & Sons Co. Grover Barnett Bass-Houn Company Boyer Mfg. Company The Bruemer Co. Wm. H. Chain Delaware Mfg. Co. The Enterprise Mfg. Company The Dfluegers' Lou J. Eppinger

Al Foss
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Hardy Brothers
James Heddon's Sons
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B. H. Feekinpaugh Co.
Prescott Spinner Mfg. Co.
South Bend Bait Company
Streich Manufacturing Co.
Thomas Rod Company
Joe Welsh
Al Wilson Co.

#### MISCELLANEOUS

Bell & Howell (Moving Picture Cameras)
Defender Lock Company (Locks)
Iver Johnson Sport. Goods Co. (Sporting
Goods)
Taylor Instrument Company (Scientific Instruments)
P. Von Frantzius (Sporting Goods)
Von Lengerke & Antoine (Sporting Goods)
Ward Mfg. Company (Luggage)
F. M. Zimmerman (Oli for Reels & Guns)

#### TENT AND CAMP EQUIPMENT

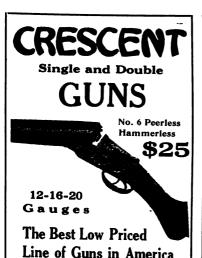
A-B-C Mfg. Co.
Airubber Corp.
Aladdin Industries, Inc.
Alward-Anderson-Southard Co.
American Awning & Tent Company
The American Utilities Sales Co.
Amy & Navy Supply Co.
F. J. Burch Mfg. Co.
Burch Mfg. Co.
Burlington Basket Company
The Cable Corporation
Coleman Lamp Company
Denver Tent & Awning Co.
Gold Medal Camp Furniture Mfg. Co.
Kimbail Bros. & Co., Inc.
Metropolitan Camp Goods Co.
Michigan Tent & Awning Company
Outers' Equipment Company
Rustic Hickory Furniture Co.
Stoll Mfg. Company
United Steel & Wire Co.
Wm. H. Vanderherchen
Weatherproof Canvas Products Co.

#### WEARING APPAREL

G. H. Bass & Co.
The Rummell Hat
Russell Moccasin Co.
Witchell-Sheill Company
Woods Manufacturing Co., Ltd.

Mail the attached coupon today

The Izaak Walton League 536 Lake Shore Drive, Chicago, Ill. Without obligation to me, send full information relative to the League and a free sample of OUTDOOR AMERICA.  As Advertised in Good Hardware.						
***************************************						
**************************************						



The equal of Guns selling at double the price. Our No. 6 Peerless Hammerless (old "Knickerbocker") is made of special drop-forged armory steel; choke bored barrels; Deeley & Edge Pat. foreend; locks perfectly and will

> Catalog C-1 on request Ask your Jobber for Prices or write us

#### Military and Police HOLSTERS

Folsom's Audley Patent

The only positive lock holster made



Releases instantly when wanted. These hol sters have been officially adopted by N. Y. Cit Police; many other Cities and States. A profitable line for deal



Write for Prices and Holster Catalog H-1

H. & D. FOLSOM ARMS CO. 314 Broadway New York

#### How one store sold vapor stoves

Vapor stoves are good Summer sellers. They are preferred in hot weather by many housewives and are standard equipment. One dealer successfully pushed the sale of vapor stoves by staging a demonstration in the store.

"First," he says, "we advertised our demonstration in the newspapers, several days before the event. Then we sent handbills to every woman in town, inviting them to attend a demonstration of our vapor stoves in the store. We mentioned that refreshments would be served and asked them to bring their friends.

#### The wife cooperates

"My wife trotted out her best embroidered lunch-cloths, her silver, cut-glass and a beautiful vase of roses for each table. The store looked as if we were ready for an entertainment in our own home. Large, three-panel screens cut off the view of the hardware and made the place seem more cozv.

"We served hot biscuits. 'baked while you wait,' strawberry preserves and hot coffee with whipped cream.

"A colored maid, in white apron and cap, baked the biscuits and made coffee, while friend wife served the visitors.

"A man who was sent to us by the vapor stove company explained the details of the stove and several orders were taken during the demonstration."



To answer an advertisement, tear out page and pin to letterhead

#### Sells fast NOW



Home beverage making is getting more popular every day. Are you cashing in on the local demand for bottle cappers? Be sure you sell a capper that makes satisfied customers and a worth-while profit for you. Investigate "REX."

#### "REX" Features

1-Correct mechanical principle.

ple, easiest to operate.

All working parts hardened steel.

No screws or springs.

No adjustment. Takes any size

bottle.

-Pad bottom prevents

breakage.

5-Made in 4 sizes. "REX" Senior and "REX" Giant apply corks as well as caps. "REX" Junior and "REX" Little Giant (shown above)

"REA LIGHT Camps only.
6—Retail price from \$1.50 to \$4 and you make a real profit.

Ask your jobber or

#### Just tear out this Ad

And send it to us with your letter-head. No bother about writing a let-ter. This will bring you full details and prices. Act quickly and get set for a big season.

We also make a line of Fruit Presses and Crushers

THE REXHOUSE MFG. CO., INC. Poughkeepsie, N. Y.

#### Griebler fishes for business and gets the tackle trade

(CONTINUED FROM PAGE 30)

can be classed as advertising and helps rake in the dollars.

"Don't be afraid to spend a little time chatting with a customer. If you know more about tackle than he does, you can render him a real service by giving him needed information; on the other hand, if a customer knows more than you do, be wise and get all the information from him you can. When it comes to fishing most men like to tell all they know about the sport."

#### Display mounted specimens

Frequently, the Alexandria Company displays in its showwindows mounted specimens of some of the big fellows taken from one of the 200 lakes in the neighborhood. Again it may show a photograph of a typical morning catch.

"We begin pushing our tackle not later than May 1," says Griebler, "and sales hold up

until October.

"Not only do we profit from fishing-tackle sales, but the vacation campers, once we have gained their confidence, become great buyers of household supplies, paint and other lines."

GOOD HARDWARE tells you what dealers like yourself are doing in other parts of the country.







Seven thousand Fords a day is the production record billboards flash us from roadsides everywhere.

No wonder hardware dealers everywhere are making quick, profitable sales and satisfied customers with APCO Equipment for Fords.

The APCO Big Ten are necessities-nationally advertised and packed in sales-producing counter display cartons. No servicing or installations. Liberal profit.

#### Every second car is a Ford

Test APCO's saleability yourself at our expense. Put an APCO Silent Salesman on your counter and watch it sell. We'll send you one free if you'll mail us this page.

APCO MANUFACTURING CO. Automotive Division Providence Rhode Island APCO BRANCHES New York Chicago Kansas City Montreal



WHERE THERE'S A FORD THERE'S PROSPECT

Foot

# Good Hardware

Vol. VI AUGU	ST, 1925	No. 11
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#### Issued Monthly by

#### TRADE DIVISION—THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

LEONARD TINGLE, Publisher CARL W. DIPMAN, Editor

G. K. HANCHETT, Managing Editor

FRED A. WILLIAMS and ARTHUR C. HUNT, Associate Editors

GEORGE H. LEIGH, Eastern Manager - - - 709 Sixth Avenue, New York EDMUND CARRINGTON, Western Manager - - - Mallers Building, Chicago J. A. Townsend, Pacific Coast Manager - - - Hobart Bldg., San Francisco

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# Counter sales steadily increasing

MORE than 5000 dealers—all over the country—carrying Barreled Sunlight today!

More advertising than ever and more people finding that Barreled Sunlight covers better than enamel, is easy to apply and costs less. A fast-moving, profitable line carried without a big tie-up of capital. Just a few sizes from  $\frac{1}{2}$  pint to 5 gallons. One color, one grade, one price. Send coupon for free sample and dealer proposition.

U. S. GUTTA PERCHA PAINT CO.45 DUDLEY STREET, PROVIDENCE, R. I. Distributors in all principal cities

#### Mail this coupon today

U. S. GUTTA PERCHA PAINT CO. 45 Dudley St., Providence, R. I. Please send us free sample can of Barreled Sunlight and complete dealer proposition.
Name
Street
CityState

To answer an advertisement, tear out page and pin to letterhead



# Good REGISTERED U. S. PAT. OFF. Hardware

#### THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI

August, 1925

No. 11

#### TWO STORES AND A MORAL

Take two hardware stores on the same street or in the same neighborhood. If one enjoys a better business than the other, the chances are it is due to better selling methods rather than better buying.

Good, shrewd buying will always be an asset to the successful store, but good, shrewd, up-todate selling will go much farther in building up a volume.

#### G SALES MAKE THE WHEELS GO ROUND

Many merchants are spending entirely too much time on the buying end of the business to the neglect of the selling end. After they get done with their bickering and jockeying they have little time left for real sales promotion. They forget that the major effort of the successful firm, be it manufacturer, jobber or retailer, must be on the development of sales.

#### ONE OWNER'S VIEWPOINT

The owner of a successul Connecticut hardware store puts in nine-tenths of his time on the sales floor. He says, "I spend very little time buying. I have got that simplified and concen-

trated into a few hands. I find that I can make more money selling—converting half sales into real sales—than I can by spending my time buying. The few dollars that I save by dickering are easily wiped out by a few lost sales."

#### COMPETITION INVITED IN

"There are too many retailers," we hear on all sides. This is how five of them got into business in a certain New Jersey town:

The three hardware stores of the town refused to put in auto accessories, electrical goods and radios. In the past three years five bright young minds saw opportunity in these dealers' conservatism, so each opened a specialty shop along one of the above lines. Gradually they added other lines of hardware and to-day they are all doing pretty well. Each has built up a certain amount of new business and has taken some business from the regular hardware merchants.

The three hardware stores that refused to take on auto accessories, electrical goods and radios left the door wide open for the specialty shops to walk into the town. When the shops were once in they added various lines of hardware to their stock.

#### WHAT HAPPENED TO THE PORTLAND PLAN

That element of the hardware trade that expects protection from competition by law and taxation has had a serious setback. The much talked of Portland plan of curbing house-to-house canvassers, a plan widely copied in other cities, has been declared unconstitutional.

The publisher of this magazine, The Butterick Publishing Company, has no love for the itinerant, the canvasser or the mailorder house. The silk hosiery people and other house-to-house canvassers cannot buy their way into the advertising pages of Butterick magazines. We always have fought the battle of the independent merchant and have advocated the building up of the community. We expect to continue to do so.

On the other hand, we always have opposed as unnecessary, unwise and un-American the principle of protecting by law or taxation, one set of business men against another. The law

of economics will generally take care of such questions if you give it a chance to work out. Any other remedy for meeting the competition of the peddler will sooner or later vanish in thin air, as has the Portland plan.

#### GEASIER TO TALK THAN TO DO

Hardware dealers in rural sections will be interested in the recent news that the Grain Marketing Company is to be dissolved. This was the largest cooperative marketing project ever attempted. The company was to take over the properties of the four largest grain companies and act as a cooperative marketing agency for farmers, eliminate the much talked of middle men and provide a better market.

But the farmers did not come forward with enough money to finance the enterprise. No doubt they decided they would rather trust their savings to the local bank than a cooperative designed to promote their welfare. This is another case of where it is much easier to talk about what should be done than it is to do it.

#### From Ohio and Texas

I find that Good Hardware is one out of the many magazines that come into the office that is filed away. It is kept for the reason that it contains advertisements setting forth some of the best merchandise manufactured, and articles and suggestions that interest every dealer. In other words, it is sort of an encyclopedia of reliable hardware manufacturers and hardware ideas.

E. A. Michel, F. J. Pekoc, Jr., Cleveland, Ohio.

I keep my Good Hardware to know where to secure merchandise for my customers. I have made several profitable windows from ideas found in its pages. Often I refresh my memory on salesmanship by reading the splendid articles, which will improve any salesman's selling ability.

M. Morrisette, E. L. Wilson Hardware Co., Beaumont, Texas.

# Placing temptation to buy in the path of the customer

How the Bryan Hardware Company has laid out an easy purchase roadway through its store

#### By Harvey L. Gray

STUDY your problems and it's ten to one you'll find them turning into opportunities.

The Bryan Hardware Company of Westfield, Massachusetts, faced the problem of moving last year. The building it then occupied was about to be remodelled; furthermore the company needed additional space for its constantly expanding business.

But store space in Elm Street, Westfield's principal thoroughfare, was at a premium. The dilemma was a real one.

And yet the company solved its problem—solved it logically and effectively. This was done by purchasing a four-story building on the opposite side of the street—"the wrong side of the street" in the opinion of some who professed to know.

But it has proved the right side of the street for The Bryan Hardware Company. In looking over the building with an eye for alterations, certain facts were apparent. Elm Street is an unusually wide thoroughfare; the location of the newly purchased building was but a step removed from the civic center of the city, and the buildings

which adjoined the new location on either side were in no way impressive or distinctive in appearance.



The specially designed store front with double-decker display windows dominates its surroundings

Mr. Gray, the writer of this article, says of the Bryan store: "What impresses me is the way in which temptation to buy has been placed in the path of the customer. Whichever way a poor soul turns, he finds himself tortured by alluring desires. That's what I call sales genius."

How The Bryan Hard-

How The Bryan Hardware Company has accomplished this result is told in the article herewith.

Accordingly, the architect set out to make the new store the dominating note of its neighborhood. Glance down Elm Street to-day, and one's eyes naturally are attracted to the Bryan company's distinctive front, with its show windows on both first and second floors. A 6" ramp, rising gradually through an ample and slightly tapering vestibule to the entrance door, per-

mits a striking system of window display.

Not only is this store front thrown into distinct relief among its mercantile neighbors, but the windows, both on first and second floors, are of the type which render effective display easy rather than difficult. Windows are changed in rotation, with a new trim in all four units every 10 days.

The entire interior of the first floor is visible to one standing on the sidewalk within the vestibule. In effect, the show window atmosphere has been extended to include the store as a whole, the eye naturally following the window displays to the wall and counter displays within, with a sweep which includes the entire interior from front to rear.

Inside the store, the first and second floors are carpeted with

(CONTINUED ON PAGE 58)



All fixtures are new and modern, as shown in this view of the ground floor. The horseshoe case is near the front entrance



Weiss believes in price-tags. Every tool in this window is marked with the price. This idea, he says, has tripled his turnover

# What price-tags have done for Weiss of New Haven

Turnover tripled in one year when this merchant began telling customers what articles would cost them

#### By Benj. O. Wilkins

THE question of whether or not to show price-tags on goods is as old as Adam. It has been debated in hardware circles since Hector was a pup.

Charles Weiss, of 442 State Street, New Haven, Connecticut, has found price-tags of remarkable value. They have helped him increase his turnover from once to three times a year.

"Change your windows often," says Weiss, "display goods which are seasonable and show price-tags on every article displayed."

As Weiss explains it, his

paint business was good from the time he opened the store some five years ago. But hardware wouldn't move! The facts were very plain—and very discouraging. Paint sold and hardware didn't. There was something strange about it.

People seemed to remember their need for paint, when the time came to go over the screen doors or touch up the white woodwork about the house, but they forgot to buy a hammer to tack down the loose stair carpet.

"Now," asked Weiss, hold-



"We have definitely proved to ourselves that prices in the windows mean business," says Weiss

ing a consultation with himself, "why is it that people buy paint without my doing anything in particular to remind them that there is need for some at home—and, at the same time, they see the hardware in the windows and pass it by without a thought?"

At this point, Weiss suddenly got the idea that specializing in one article and putting it in the window, tagged with a pricecard, might bring business.

"How about hammers?" he thought. "Hammers are about as necessary to the householder as a front door!"

At once he began to plan a window full of hammers. Big

hammers, little hammers, and hammers of all sizes in between, that could be retailed for one and the same price, were placed in the window. Seventy-nine cents was determined on as the selling figure. Signs generously displayed made it clear that these hammers were a mediumpriced article and well worth the money asked. "There," said Weiss. "is something many householders need, offered at a popular price. If that display doesn't move hammers, nothing will."

#### Proved successful

But hammers moved surprisingly well all during what this dealer had declared to himself would be his "hammer week." And next, casting about for another article that should be in every home, Weiss thought about saws. This time he added a feature to the display by pasting the following sign across the window:

#### DON'T BORROW A SAW—BUY ONE

And the passing householders stopped that week and bought saws. The thing worked like magic. The whole neighborhood seemed suddenly to realize that saws were needed at home and they stopped at the store to satisfy that need.

"Why, it seems possible to sell any household hardware article by this method," said Weiss. "Take hand-drills! There are many homes that have never realized the desirability of a

(CONTINUED ON PAGE 84)



This new brain-stimulator has the cross-word puzzle backed off the boards!

The game combines pleasure and information. The average hardware man can get a lot of fun by turning to this "Business Quiz" and checking up on his general all-around knowledge of things pertaining to the trade.

Each month in this department, GOOD HARDWARE will ask a number of questions having to

do with merchandising or hardware. The answers to these questions appear on page 94.

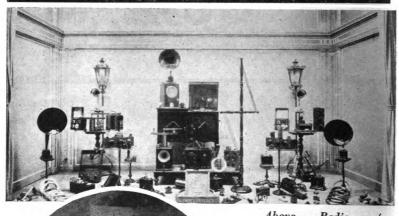
How many of the questions below can you answer correctly?

A new set of questions and answers will be published in the September edition of Good HARDWARE. Answer the queries below in your own way and then compare your answers with the correct ones on page 94.

#### HERE ARE THE QUESTIONS

- 1. Do stainless steel knives cut as well as carbon steel ones?
- 2. How many shingle nails to the thousand shingles will a customer need?
- 3. Should you enamel woodwork on a cold or rainy day?
- 4. Can a note be collected if it is made for, say, 60 days and falls due on a legal holiday or Sunday?
- 5. How long is a 10d finishing nail?
- 6. What is a hardware store's most valuable display space?
- 7. Which lasts longer on linoleum, a good floor varnish or shellac?
- 8. Is a sponge an animal, vegetable or mineral substance?
- 9. How many feet in a pound of  $\frac{1}{4}$  'diameter Manila rope?
- 10. What was the average cost of doing business (in per cent. of sales) in retail hardware stores in 1924?

#### Outside the store and in-ideas



Above — Radio, as featured by a New York department store. Here are many good ideas

Left—This little toy cottage, placed in the window and brilliantly illuminated inside, made electric lamp sales

> Below — A hot-weather trim of ice-cream freezers. Puffy cotton adds an ice-cream touch



### for window and stock displays



Above—A splendid store showing of electrical appliances. Customers can examine all the articles

> Right—Kitchen and cooking utensils strike the eye here, because of this effective display, built around a post in the store

Below—Cutlery in Charles Brown & Sons' store, San Francisco. The counter top is utilized for specials



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- —1. For roofing and paints.
- -2. For tools, manual training.
- —3. For auto robes and accessories.
- 4. For football goods.
- 5. For radios, flashlights. 6. For heaters and furnaces.

#### Selling pictures you can use

Cuts of the above snappy, attention-attracting pictures for your newspaper advertising, of the same size, will be sent you by Good Hardware for 75c each or \$4 for all six, postpaid. Mark cuts wanted, tear out page and pin to your letterhead with check or money order. Enclose in envelope addressed to Good HARDWARE, 912 Broadway, New York, N. Y.

# A bag of mail-order tricks that retail merchants should know

Knowledge of the policies which have made catalog houses grow can be used by the retailer in combating mail sales

#### By Arthur C. Hunt

The natural method of buying goods is over the counter in a retail store.

Nevertheless, it is estimated that mail-order sales for 1925 will total 1,500 millions,

GOOD HARDWARE believes the best way to outsell the mail-order houses is to use some of their methods in addition to your natural advantages.

The purpose of this second article on mail-order houses is to show how you can profit by using the sound methods that have been developed by the mail-order houses in appealing to the customer.

HE leading mail-order houses are going to sell close to 1,500 million dollars' worth of goods this year.

Their only salesmen will be their catalogs—millions of catalogs—simply describing merchandise to people and telling how much it costs.

But here: these catalogs will be filled with very good tricks and methods of selling. Many of these methods can be adjusted to fit effectively into your own selling plans. In fact, many large retail establishments, such as chain and department stores, follow almost the same principles of appealing to shoppers that the catalog houses use.

#### Four appeals

There are only four selling appeals recognized by the mailorder people. These are:

Price.
Illustration.
Description.
Good will.

Now, every method of showing or telling something in the catalog is planned so it will emphasize one or more of these appeals. And if you know what these methods are, you can put some of them to work for yourself and combat others.

First, let's discuss the price appeal. You have a good weapon for this, of course—you offer your patrons a personal and local service. But the mail-order people have proved

that many folks don't place any value on your service. Such folks are naturally attracted more by low prices. And so the catalog is built with the idea of getting people to look upon it as a sort of dictionary of economy.

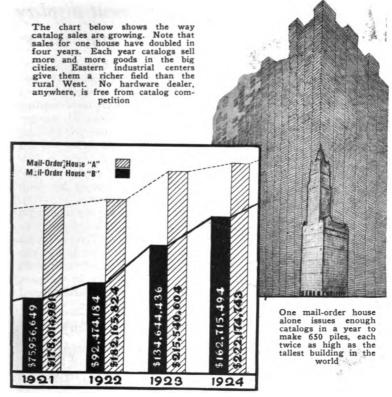
The very appearance of the general catalog is one of simplicity and low costs. It surrounds the reader in an atmosphere of economy. Besides. mail-order houses have stressed the low price argument. They often show their price in large type and then, for comparison, quote some imaginary figure which they claim to be the "regular retail price." have also advanced illogical theories about cutting out the "middlemen."

People who read catalogs take this stuff literally. Many of your own customers don't even know what your prices are like, and they actually believe the catalogs are telling the truth.

Telling people what your prices are on some items may place you at a disadvantage. But many folks have a habit of looking for your price first, and if they don't see it shown they become skeptical.

Here is an example which throws some light on this point: A large retailer of stoves and ranges in New York recently sent direct-mail matter to a list of 10,000 rural and suburban prospects. But he didn't mention the price of what he was advertising. The results, of course, were unsatisfactory.





But at the same time an Eastern mail-order house sent out its Summer "flyer." On one page was listed an oil range. The price stunt was played up in regular mail-order fashion.

This special catalog, or flyer, went into practically the same territory as the retailer covered, and probably no more than 10,000 who received it could be classed as stove prospects. Yet in the first three weeks the mailorder firm's reserve warehouse stock of oil stoves was sold out, and the buyer rushed to the factory with 800 back orders. The factory was unable to fill all

these orders, so that 300 customers had their money refunded. This was a result of putting over the price appeal.

There is nothing that can be said against the mail-order practice of showing prices plainly, except where an imaginary "regular retail price" is shown for comparison. But the point is that, in showing its prices, the catalog also has led people to think they are low prices. When quality is taken into consideration, they may not be any lower than yours.

This proves, then, that the price appeal is most effective

(CONTINUED ON PAGE 76)



# Showcase hides an unsightly post

A post in the middle of the room many times blocks the way or detracts from the appearance of your store. Here's a treatment used by the Burdett Williams Hardware Company, of Boston, Massachusetts.

It so disguises the post that probably few customers know that it is there. The sightly and efficient display case built around it needs no description, as the photograph speaks for itself.

## A movement display without machinery

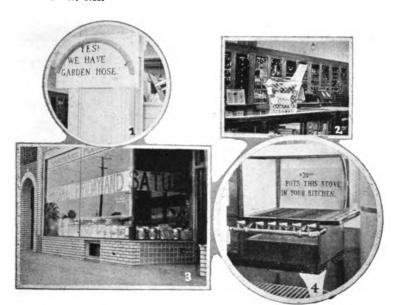
An Ohio hardware firm evolved a novel window demonstration to prove the value of the line of refrigerators handled by the store. One of the refrigerators of 100 pounds capacity was placed in the window and filled with ice. At the same time a cake of ice of equal weight was placed in an open pan in the window.

A piece of hose running from the ice chest to a drip pan enabled passersby to check up on how slowly the ice inside the refrigerator melted, compared with the open cake in the pan. Both pans were flat-bottomed and of the same size.

#### Good publicity

The unprotected cake melted in about two days while the cake in the refrigerator lasted for more than a week. The result was good publicity coupled with eye proof for prospective refrigerator buyers of the value of this particular type of ice-chest. This proof also served to show customers that the longer they delayed in making their purchases, the more money they were losing in wasted ice.

GOOD HARDWARE
helps you sell. It
is filled with selling
ideas, and sales mean
money.



These little things proved good salesmen. (1) A piece of garden hose attached to a sign. (2) A wire basket filled with merchandise on the counter. (3) A special sale of garbage cans. (4) A time payment offer on gas stoves

### Little ideas that sold merchandise

"Is there anything in sugges-

"Yes," says a dealer, who conducts a large and modern hardware store in one of the residential sections of Los Angeles, California.

With the assistance of his brother-in-law, a former automobile salesman, this merchant began testing the power of suggestion on customers who came into his store every day.

Sales increased. In the first month, the joint activities of the pair resulted in 20% more business for the firm.

"And we didn't do anything

drastic, either," says the brotherin-law. "We cannot advertise
profitably in down-town newspapers as they circulate in territories that we do not serve. Nor
did we do any one big thing—
just a series of little things
planned and gradually put over.

"Take gas ranges, as an example. We've always handled them. But they had not been brought up front to make a big show. We found that dozens of women were going down-town to look at and buy ranges because of the convenient terms advertised. We knew that our people out here were of fair circumstances and could pay cash, but we found that easy payment terms were interesting them.

"Therefore, we strung a row

of ranges along one side of the store, where they had to be seen. I'm a great believer in having goods where people will stumble over them—anything to get them to look at the merchandise. The next thing was to put show-cards on the ranges, suggesting terms. One, for instance, reads:

\$20
PUTS THIS STOVE
IN YOUR KITCHEN

"The total price might scare them, but \$20 is low enough to start them asking questions. By offering terms we have undoubtedly salvaged many orders.

"There's a card along the same line on that washing machine, and ice boxes also get them. People will heed time payment offers.

"Numerous other suggestions are used. The little piece of garden hose on a card that read: 'YES! WE HAVE GARDEN HOSE,' is typical.

"Another stunt is placing on our counters wire baskets filled with merchandise at a special price. A sign attached to the basket acts as a reminder to customers."

#### Getting a customer

One day a young man stepped into the store to buy a tool. In the chat that followed he said that he was a carpenter out of building work, but that he was going to keep busy by taking orders for screens and making

them for people of the community.

"Why not buy your wire screen of us?" he was asked. "We'll make the price right."

"All right, I will," was the answer.

#### Value of friendliness

His business amounted to from \$5 to \$10 a day and he not only bought the materials needed for his work but also articles needed in his home.

In line with the policy of offering some special every week, the store one week filled a window with three sizes of garbage pails that were offered at special prices. A piece of wrapping-paper torn from the roll was pasted across the windows on that side and lettered in red paint to call attention to the bargain.

This display the young carpenter saw and said: "At every place where I go to finish a job or to solicit one I'm going to mention this offer of yours. Friends like this bring trade."

# White goods and blue lights

A hardware display which excited much comment in the business section of Buffalo, New York, consisted of white kitchen things—white dishpans, porcelain tables, enamel tea pots, white kitchen cabinets and white chairs. The window was lighted at night by blue lights and the effect was splendid.



A \$60,000 volume in electrical goods was last year's record by The Clark Hardware Company, Jamestown, New York

# These stores are making money by handling electrical goods

Specific sales figures show what nine stores are doing with this line

By Edward J. Hegarty

Here's an article that talks facts and figures. It answers the question: "What chance has the hardware man in the electrical field?"

If you already sell electrical goods, you can compare your volume with that of the firms mentioned. If you are thinking of putting in an electrical department, now is the time to get busy in preparation for Fall business.

N past issues of Good Hardware, I have written a good deal about the possibilities for sales of electrical goods in hardware stores. I have shown you that there is a big demand for these goods and that this demand is increasing every year. I have given you a picture of the competition you will have to meet. I have tried to show you how to get your share of the business. I have offered sugges-



The Watkins & Radcliffe Company, of Detroit, thinks enough of electrical goods to devote continuously one large window to electrical displays

tions for stocking, for displaying and for selling. At certain times, I have told how other stores were selling seasonable electrical merchandise.

Now, the proof of the pudding is in the eating. After all, you may still be asking: "Are many hardware stores selling electrical goods?"

Electrical Merchandising estimates that 27% of all of the hardware stores in the United States are today selling some electrical goods. But of these stores, only one quarter have real electrical stocks and only 1,000 of these employ outside salesmen to do high-pressure sales work on electric washers and cleaners.

#### A few records

That partly answers the question. But a better answer comes from the stores themselves. Here are some stories of electrical sales in stores in towns of all kinds and sizes. Read what

they have done and what they have to say.

The Hancock-Pence Hardware Company, of Harvard, Illinois, a town of 4,000, sold 18 electric washing machines, 46 electric vacuum cleaners and did a total business in electrical goods last year of \$7,800—almost \$2 for each of the 4,000 population.

The Clark Hardware Company, of Jamestown, New York, a town of 40,000, has its electrical department on the second floor of the store. Last year this company sold 210 vacuum cleaners and 102 washing machines. Its lamp business amounted to \$3,000. It also sold \$10,000 worth of lighting fixtures and other electrical goods. to the approximate amount of \$40,000. The total business in electrical goods was over \$60,-000.

Grand Junction, Colorado, is a town of only 13,000, yet the United Hardware Company sold 125 vacuum cleaners and 175 electric washers there in 1924. Here, in just two items, the electrical goods sales ran over \$30,000.

Here's what the Gunsett Company, of Van Wert, Ohio, a town of 8,100, says of electrical goods: "Electrical devices and supplies and hardware are closely allied and we feel that the hardware store is the place for electrical goods." Last year this store sold about \$22,000 worth of electrical goods.

T. B. Manning, of Bridgeport, Nebraska, a town of 1,235, sold 13 vacuum cleaners, 7 electric washers, \$500 worth of lamps and \$200 worth of electrical appliances.

The May Hardware Company, of Alexandria, Indiana, with a population of 4,132, answered "Good" when asked

about the opportunity for electrical goods sales through hardware stores. Last year this company sold 5 vacuum cleaners, 35 electric washers, incandescent lamps to the tune of \$300, electric appliances worth \$250 and electrical supplies amounting to \$250.

#### Opportunity is there

The Schroeder Hardware Company, of Detroit, Michigan, sold 64 vacuum cleaners, 50 washing machines, and about \$11,000 worth of other electrical goods. Mr. Weins, secretary and treasurer, says that the opportunity for electrical sales in hardware stores is "very good if properly advertised and merchandised."

The Kaufman Hardware Company, of Anderson, Indiana, (CONTINUED ON PAGE 66)

# The volume of electrical goods in some hardware stores

Approxi- mate volume	City	Popula- tion	Hardware Firm
\$60,000	Jamestown, N. Y.	40,000	The Clark Hardware Co.
\$30,000*	Grand Junction, Colo.	13,000	The United Hardware Co.
\$22,000	Van Wert, Ohio	8,100	The Gunsett Co.
\$21,000	Detroit, Mich.	1,000,000	The Schroeder Hardware Co.
\$16,000	Galesburg, Ill.	24,000	The Churchill Hardware Co.
\$11,000	Anderson, Ind.	30,000	The Kaufman Hardware Co.
\$ 7,800	Harvard, Ill.	4,000	The Hancock-Pence Hardware Co
\$ 6,300	Alexandria, Ind.	4,132	The May Hardware Co.
\$ 2,400	Bridgeport, Neb.	1,235	T. B. Manning

\*On vacuum cleaners and washing machines alone.

### VICES of 1925







"HE WAS ONLY A LAMP SO SHE TURNED HIM DOWN."



BEFORE THE AUDIENCE LEAVES WE WISH TO THROW THESE WORDS ON THE SCREEN -

PLEASE SEND YOUR
JOKES AND WHEEZES
TO THE EDITOR
"VICES OF 1925"
CARE GOOD HARDWARE
912 BROADWAY, NY, CITY
WE PAY \$200 EACH FOR
THOSE ACCEPTED



-Courtesy "Motor Boating"

What the Bay City Hardware Company is doing with outboard motors and other paraphernalia of the great outdoors

#### By Giles Kavanagh

HUNTER! Fisherman!
Tourist! Sailor!

.That's Pete Stover, manager of the sporting goods department of The Bay City Hard-

ware Company.

Stover fairly reeks with enthusiasm for sports. He talks them, eats them, sleeps them. Around Bay City and northeastern Michigan he is known as a "bug" on the subject of sports and sporting goods. He belongs to all of the sport clubs and is a backer of all movements that promote sports.

All of which may explain, in part, his success at making sporting goods one of the most 34

important lines carried by the concern.

The Bay City Hardware Company has made outboard motors for rowboats a most popular accessory. Whereas a few years ago an outboard motor was a curiosity, now the Saginaw river and Saginaw Bay are alive with them. They are used to a large extent by Summer cottagers living on the Bay shore as well as by a large number of city residents who take a spin from Bay City to Saginaw, a distance of 12 miles. They are great for the hook and line still fisher, who likes to move around out in the Bay and pick out

spots "where they are biting."

"We are very enthusiastic about outboard motors," says Mr. Stover. "In fact every man in our sales force talks them. They sell from the time the ice breaks up in the Spring until it freezes again in the Winter and even then the sale doesn't stop, as we have a trade that likes to buy them by leaving with us so much a month during the Winter, thus assuring themselves that they will have their outboard motors in the Spring,

Summer and Fall of the year.

"We make it a point to have plenty of motors on display at all times, one on the display stand and one in our display tank, ready to go. Then we have one in our display windows nearly all the time and we use newspaper advertising, supplemented by signs, near all beaches and river resorts. A live mailing list has been obtained and is kept up from our fishing contest, which is an annual

(CONTINUED ON PAGE 92)



Everything in the sport goods department is kept in sight and every sales clerk is familiar with the use and operation of the goods

#### **IDEA EXCHANGE**

"How the other fellow does it"

This department is devoted to the exchange of selling and display stunts from one dealer to another. The publication of a stunt here does not necessarily indicate that GOOD HARDWARE sponsors the idea.

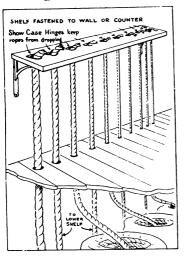
#### Get ready for the hunters' business

Now is the time to get your friend the hunter to prepare for the hunting season. He isn't going to be in the market for shotshells and ammunition unless his gun is ready!

In one of the gunsmith shops at the opening of the hunting season last year over 1,600 guns were awaiting their turn at the gunsmith's bench.

Hunters whose guns go to the factory now for repairs, new sights, etc., will be able to enjoy the full hunting season and will use more shells and ammunition.

#### Keeps rope in cellar to retain moisture



On the main floor we have our rope display or selling rack. It consists of a 1" x 6" board, 26" long, that is supported by two shelf brackets, 30" high.

In the basement, and directly under the selling rack, is a double tier rack on which the selling coils are placed. The lead end of the rope, which happens to be at the bottom and on the inside of the coil, is led up through the floor and sticks out through the top of the rack.

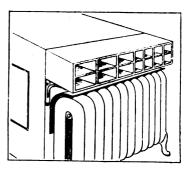
Here is a method for handling rope that has two unusually good points. First, by keeping the rope in the basement, it retains its normal moisture. You know that when you buy and sell rope by the pound, you stand to lose if you let it dry out. Second, the selling rack gives an ample view of each size of rope as a main floor display. This has increased our rope business.—C. W. Stone.

### Dealer helps handed out à la self-serve

Here is how Mr. Fowler, of Chandler & Farquhar, Boston, is getting his selling literature and dealer helps before the people who patronize this store.

Just an ordinary pigeon-hole arrangement placed over a radiator at the end of a counter which happens to be close to the entrance.

Everyone coming into the store can see these and help himself. It is a stunt that any dealer can use because every



store has at least one good location for this purpose.

### Free service stunt sells roller skates

I have put an idea to work which is an attraction to every boy or girl in town who owns, borrows or wants a pair of roller skates.

In a box which measures about 8" x 8" x 8", I put a wrench, screw driver, skate key, can of oil and some cotton waste. During the day it is placed in front of the store and

one or more skaters are at that box nearly all the time, oiling their rollers and tightening up on any burrs that may be loose.

Now, when the folks promise a new pair of skates, the children always advise, "Get 'em at McElliott's." As a result, our store is recognized as skaters' headquarters.—James A. Mc-Elliott.

### Friendship vs. dollars and cents

When we have a call for an article we are temporarily out of, we try to get the customer's name and address so that she can be notified promptly when such items are again in stock. We find this pays even though the customer has bought the article at some other store in the meantime.

It seems to work better if they receive this attention unexpected

by them, for it shows the store is remembering them and endeavoring, even at such a late time, to help them.

We try to do this regardless of the size or value of the article called for, as we know from experience that personal attention to small details are friendship getters. And friendship cannot be estimated altogether in dollars.—Karl R. Buehler.

### Keep employees happy

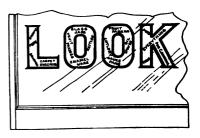
"We take a personal interest in our men," said a merchant of Denton, Texas. "One thing we do is to allow one of the men to go off an hour early in the evening, each one taking his turn. This gives them a little time for personal affairs, keeps them in good spirits and supplies the incentive for them to promote our own best interests at all times. It really pays all around."

### Passersby look at this poster

A New Orleans hardware dealer made a very attractive, yet inexpensive, window poster as illustrated opposite. He cut out of plain white paper the letters L-O-O-K, about 15" in height. He then edged the letters with black India ink and with a small brush printed in the names of several timely items.

The items mentioned on the letters were on display in the window. This display goes especially well with a variety win-

dow and carries out the variety idea. The letters should be pasted on the window glass slightly above the line of vision.



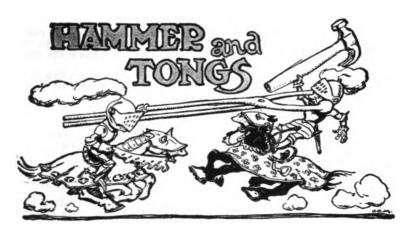
### A file and history record for engravings

The ad writer of a Vermont hardware firm has simplified the bother in keeping a record of engravings.

His plan is to give a number to each engraving as soon as it is received. The numbers are given in consecutive order, regardless of what item or line the engraving represents. The engravings are filed in specially made drawers that are similar to ordinary letter files. In the label holder, on the outside of each drawer, is a card showing all the numbers filed in that particular drawer.

Then a proof of each engraving is pasted on separate lettersize sheets, and filed in a regular letter file. These proofs are filed alphabetically, first by department or line of merchandise, then by name of the item it is for.

On the back of the proof sheet is the number of the engraving and also spaces in which to make record entries. These show when and by whom an engraving is taken from the file, when it was returned, the advertisement it was used in and other such information.



### **NEIGHBORS**

"Hullo, Brown, are you using your step-ladder this afternoon?" "Yes, I'm afraid I am.

"Splendid! Then you won't mind lending me your lawnmower.'

### THREATENED!

She: I'll tell my brother if you kiss me.

He: How old is he? She: Three years.

#### BARRED OUT

Chief of Police: How did the

yegg get away? New Policeman: He ran through a door marked "No Admittance": so, of course, couldn't follow.

### KNEW HIS STUFF

Smith: I want to buy a rug as

a present for my wife. Clerk: What color, sir?

Smith: Here, match the ashes from this cigar. I want to cause her as little work as possible.

#### **GOOD BUSINESS**

A storekeeper had for some time displayed in his window a card inscribed "Fishing Tickle."

A customer drew the proprietor's attention to the spelling.

"Hasn't anyone told you of it before?" he asked.

"Hundreds," replied the dealer, "but whenever they drop in to tell me, they always spend something.

### DESERVED CREDIT

Slow - paying Customer: I should think you'd give me an extension of time—as loyal a customer as I am.

Hardware Man: Loyal? Customer: Certainly! I do all

my owing at your store.

Idleness travels so slowly that poverty soon overtakes it.

#### HER FAVORITE

Druggist: Yes, miss; you'll find that most ladies like this lipstick.

Young Girl: You couldn'tah-tell me the kind the men

like, could you?

#### SOLID MAHOGANY

"There is not another boy in this town as clever as Charles!"

"Go on; how is that?"

"Well, look at those two chairs. My Charles made them all out of his own head, and he has enough wood left to make an armchair!"

#### A BAD BREAK

Restaurant Manager (to orchestra conductor): I wish you'd display a little more tact in choosing the music. We've got the National Associaton of Umbrella Manufacturers here this evening, and you've just played "It Ain't Gonna Rain No More!"

ADVANTAGES OF TWINS

"I wish I was twins," said Willie.

"Why?"

"I'd send the other half of me to school, and this half would go fishing."

### THEN AND NOW

Gertie: To think you used to catch me in your arms every night!

George: Yes, dear, and now to think I catch you in my pockets

every morning!

### JUST LIKE SOME SHOPPERS

"You should never point, Johnnie," said Mrs. Brown, as they left the store. "It is very rude." "But what are you to do, ma,

when you don't know the name

of the thing?"
"Why, just let the clerk show you everything until he comes to the right one."

The most effective sermon is that given by a good example.

#### BEST HE COULD DO

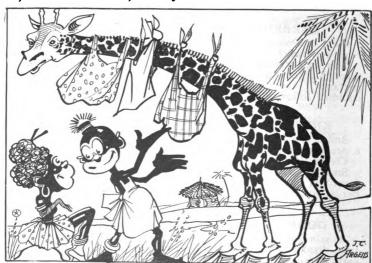
Doctor: Did you open both windows in your bedroom, as I specified?

Patient: No. sir. There is only one window, so I opened it twice.

### SHAVE, SIR?

The following advertisement appeared in an Indian paper:

Mahomedsman, hair-cutter and clean shaver. Gentlemen's throats cut with very sharp razors, with great care and skill. No irritating feeling afterward. A trial solicited.



Jungle Hardware Dealer: To-day, madam, we're demonstrating something new in clotheslines! We guarantee it not to rust!



# Watch for the Crosley PUP! "It's a Sky Terrier"

THE CROSLEY RADIO CORPORATION
CINCINNATI, OHIO
POWEL CROSLEY, Jr., President

To answer an advertisement, tear out page and pin to letterhead

### TERSE VERSE

### BY RAY HOPPMAN



### NO EXCITEMENT

Mrs. Fred: The Robertsons pay cash for everything, I understand.

Mrs. Jack: What a monotonous life they must lead!

#### A CONSIDERATE KID

Old Lady: I can't bear to see you smoking that cigarette, little

boy!
"Can't you, ma'am? Well, you
walk on, and I won't draw another puff until you get round

The bank of contentment has no interest for us until we have made in it a deposit of service.

### ALL IN THE SAME PLACE

She: I've just put my furs into

cold storage!

He: Cold storage! Ha!—I never heard it called that before. My cuff-links and watch are there too!

#### NOTHING BUT THE TRUTH

"You look tired!"

"Yes, I've had a bad day. That office-boy of mine came in with the old story of getting away for his grandmother's funeral, so just to teach him a lesson I said I would accompany him.

"He took you to the baseball game, I suppose?"

"No such luck! He told the

truth for once. It was his grandmother's funeral!"

### MR. SLOW-PAY AGAIN

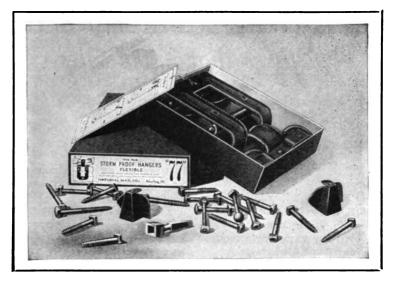
The dentist had been trying to collect a bill for a set of false teeth.

"Did he pay you?" asked his wife.

"Pay me! Not only did he refuse to pay me, but he actually had the effrontery to gnash at me-with my teeth!"

### \$2 for jokes

Turn to the "Vices of 1925" on pages 32 and 33. If you can think of some clever situation, pun or smart saying relating to hardware stores, GOOD HARDWARE will pay you \$2 for each one accepted for "The Vices." We don't want jokes of the type used in "Hammer and Tongs" -study "The Vices" and you will see what we are after. No manuscripts intended for "Vices" will be returned. Address The Vices Editor. c/o GOOD HARDWARE. 912 Broadway, New York, N. Y.



### Look at this Packing

Every hardware dealer interested in keeping down the expense of handling goods will appreciate the original and time-saving methods of National packing.

National Hangers, as an instance, come packed one pair in a box as shown above. Included are all necessary bolts, lag screws, end caps, illustrated card of directions and even the socket wrenches to install the rail quickly at minimum labor and expense. Nothing can be lost—nothing more is needed.

All smaller sizes of Butts and Hinges are packed one pair in an envelope with screws. The larger sizes one pair in a box. This method saves the time required to count screws.

You and your clerks will not only appreciate this convenient, safe way of packing, but your customers will also.

Send for Catalog 19 showing complete National line



National Mfg. Co. : Sterling, Ill.

### BUILDERS' HARDWARE

### Hardware man cartoonist draws pictures that make sales

Russel Johnson uses drawings made by himself in the windows of his father's store

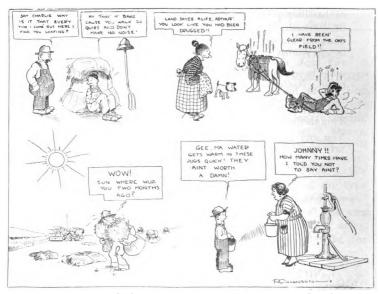
T'S a great thing to be a cartoonist!

If you are a hardware merchant and a cartoonist besides, you can utilize your ability as an artist by attracting attention to your display windows.

Russel Johnson, of the firm of F. P. Johnson & Son, hardware merchants, of Gibson City, Illinois, is lucky in this respect. He wields a clever pen and his

cartoons are attracting comment in the display windows of the Johnson store.

The cartoons are drawn on heavy cardboard and placed in a neat oak frame supported on an easel set in the center of the window. Most of the cartoons draw attention to articles displayed, or at least carried in stock, but a few are on questions, conditions or events of



This cartoon dealing with the oats harvest was displayed in the window, together with tools needed by the farmer for his crops

# Those Who Want Sales Seet The Smile Shave



Universal Demand
Superfine Quality
Larger Profit
Constant Resales



control the exclusive United States rights. Blade ground to perfection and mirror finished, not just tumbled. Lays absolutely flat on holder or sharpener, thus avoiding fumbling and dropping. The edges, keen and sharp, hold countless shaves—and—they bring the smiles.

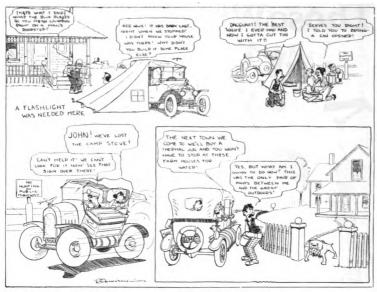
By catering especially to the better grade hardware trade, we give you a quality item which will not be used as a leader by cut price distributors. FREE DEALER OFFER
We offer you a full package of Radium
Blades for your own use, so you will know
why they satisfy customers.

FOR FREE PACKAGE—Just tear out this page and mail with your letterhead.

A Product of

### The RADIUM CUTLERS OTTO ROTH, INC.

NEWARK, N. J.-U. S. A.



Some of the annoyances of automobile camping, as seen by Mr. Johnson. This picture sold camping accessories

the day, either local or national.

When possible, articles illustrated in a drawing are grouped around it. The harvest cartoon was displayed during the oats harvest.

Around it were grouped a scythe, sickle, pitchfork, water jug and other tools or accessories that a farmer might need at that time.

### Tourist cartoon

The automobile cartoon was used during the camping season. On each side of the drawing stood a blackboard, a little smaller than the cartoon, upon which were listed all the articles carried in stock that might be needed on a camping trip. At least one of each thing named was hung at the back or laid on the floor of the window.

### Pail sale brought big business

A store full of customers all day and every one buying was the situation a mid-Western hardware dealer developed through a one-day sale which he announced in his local paper with this advertisement:

#### 300 12 QUART GALVANIZED PAILS 15c. EACH SATURDAY

More than one day's good selling must have followed from the good will which was built up among that store full of satisfied patrons. Yet, the net loss on those 300 pails was no more than \$4 or \$5. The results were decidedly worth it.

### eyes right!



Down the hill rolls a one-eyed car. It stops before your gas tank. The driver, who has Mazda lamps in his home, Eveready Batteries on his radio and Eveready Flashlights in his cellar, attic, garage and automobile, says: "Gimme a new headlight bulb." You hand him a bulb and say: "Here's an Eveready-Mazda, best there is." That completes the sale, for the two names that mean to the public the utmost in illumination are joined on Eveready-Mazda Automobile Lamps. They are standard, unbeatable performers on the road, and questionless, immediate sellers in the shop.

Order from your jobber.

NATIONAL CARBON COMPANY, INC.

New York San Francisco
Atlanta Chicago Dallas Pittsburgh Kansas City
Canadian National Carbon Co., Limited, Toronto, Ontario



To answer an advertisement, tear out page and pin to letterhead

Digitized by Google

### NEW! Radically different!



No. 486 Evercady Layerbilt "B" Battery. 45 volts. Length, 8 3/16 inches. Width, 4 7/16 inches. Height, 7 3/16 inches. Weight, 14½ pounds. Price, \$5.50.



It's all battery. With every cubic inch packed to capacity, it contains about 30 per cent more electricity-producing material. All chance of loose or broken contections avoided by contact of full area of carbon plate against zinc plate. The scientifically correct construction.

### Announcing

### the greatest improvement ever made in "B" Batteries

WE HAVE perfected, and will announce to the public in September, the new Eveready Layerbilt "B" Battery, absolutely new in construction, developed through years of research—as superior to the old type "B" Battery as a tube

set is to a crystal.

Heretofore, all dry "B" Batteries have been made up of cylindrical cells—no one knew how to make them any other way. The new Eveready Layerbilt is made of flat layers of current-producing elements compressed one against another, so that every cubic inch inside the battery case is completely filled with electricity-producing material. Layer-building heightens efficiency by increasing the area of zinc plate and the quantity of active chemicals to which the plate is exposed.

After the most rigid laboratory tests, more than 30,000 of these new Eveready Layerbilt

"B" Batteries were manufactured and tested by use under actual home receiving conditions. These tests proved that the new battery is far superior to the famous Eveready Heavy-duty Battery No. 770, which up to now we have ranked as the longest lived "B" Battery obtainable.

On 4-tube sets, 16 mil drain, it lasts 35% longer. On 5-tube sets, 20 mil drain, it lasts 38% longer. On 6-tube sets, 24 mil drain, it lasts 41% longer. On 8-tube sets, 30 mil drain, it lasts 52% longer.

The new Layerbilt principle is such an enormous stride forward in radio battery economy that we will bring out new sizes and numbers in this Layerbilt form as fast as new machinery is installed. For the present, only the extra-large 45-volt size will be available. As other sizes are produced, you will be advised, well in advance of the public announcement. We suggest that you place your order with your jobber at once and participate from the start in the tremendous new fall business in this best of all batteries.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, Inc.

New York
San Francisco
Atlanta Chicago Dallas Kansas City Pittsburgh
Canadian National Carbon Co., Limited, Toronto, Ontario

### EVEREADY HOUR EVERY TUESDAY AT 8 P. M. Eastern Standard Time

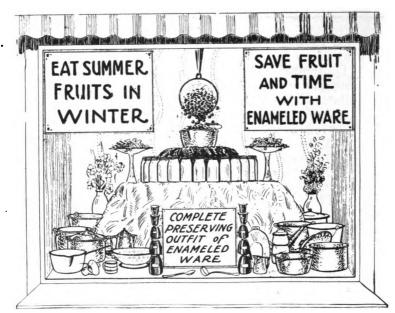
For real radio enjoyment, tell your customers to tune in the "Eveready Group." Broadcast through stations—

WEAF New York
WJAR Providence
WEEI Boston
WFI Philadelphia

WGR Buffalo WCAE Pittsburgh WEAR Cleveland WSAI Cincinnati WWJ Detroit
WCCO { Minneapolis
St. Paul
WCC Davenport

### EVEREADY Radio Batteries

-they last longer



### Selling the woman who cans at home

How many articles are you going to sell your trade during the canning season? Here are good suggestions for a window trim or for signs to remind customers of their canning needs:

Jars
Jelly glasses
Canning racks
Individual can
holders
Fruit jar rings
Tin tomato cans
Sealing wax
Paring knives

Wax strings Jar openers Mincing knives Graters Colanders Wire strainers Fruit funnels Aluminum kettles

The canning window, above, features a table covered by a snowy-white cloth, on which are placed glass canning jars and fruit. On the floor, a complete preserving outfit of enameled ware is shown.

Canning equipment and other

household cooking utensils may be sold by advertising them in the manner shown just below.



One hardware merchant offered a choice of utensils at 5c, 69c and 99c. At these prices the stock moved rapidly.

### That Sells Furnacettes

### Distinctive Features

Joint creation of master furniture designers and expert heating engineers. Design is Louis XVI.

Vitreous enamel finish reproduces exactly natural walnut grain.

Automatic heat regulator opens and shuts draft automatically, as needed. Nothing to get out of order. A controlled fire.

Only cabinet heater in which heating unit is a one-piece casting. Hot blast fire-pot liners protect fire-pot and aid combustion.

Concealed air-cooled floor protector climinates unsightly zinc stove board.

ים ישו

יייטיי Has dust-proof as h shaker.



THE Mueller Furnacette has no equal in the cabinet heater field. Its clean-cut, distinctive design, which harmonizes with any furniture or decorative combination, immediately sets it apart from all other heaters. Its heating efficiency and economy are equally dominant. It is a good heater to sell because it is an exceptionally good heater to own.





### Winners of the June contest

Here are the winners in the June cross-word puzzle contest. Those entering were asked to state why they read the advertising in Good HARDWARE. The puzzle winners and their answers are published below:

#### The \$10 winner

"Because they are a part of Good Hardware and I feel that anything contained therein is worth reading. Besides, one good turn deserves another."—Frank Beasley, Beasley Muetter Hdwe. Co., Harrisburg, Mo.

### The \$5 winner

"I read the advertising in Good Hardware, for it enables me to answer many questions of customers which I would otherwise be unable to do."—L. M. Johnson, Wilson Hdwe. Store, Peckskill, N. Y.

#### The \$1 winners

"I want the advertiser's message." — L. A. ZIRKLE, People's Supply Co., Edinburg, Va.

"Manufacturers do not seem to use your pages unless their goods will stand the test."—C. E. Mellette, J. B. Robinson & Son, Nevada, Mo.

"I sell hardware for a living and reading advertising keeps me posted."—Jesse J. Hensel, John Pritzlaff Hdwe. Co., Green Bay, Wis.

"Goods worth buying and selling are worth advertising."—JULIAN S.

ELLENBERG, Planters' Hdwe. Co., Greenwood, S. C.

"I read all the advertisements in Good Hardware because I am so much interested in the business that I hope soon my husband will cease to sell for some one else and have his own hardware store."—Mrs. H. J. Taft, Buffalo Wholesale Hdive. Co., Kenmore, N. Y.

"Because there are so many sales stimulators and good advisements."—WILLIAM S. ELLIOTT, Ellis-Setzer Hdwe. Co., Mc-Donough, Ga.

"To learn of the different commodities that are being manufactured and offered for sale."—GRACE R. Adsit, Phillip Gross Hdwe. Co., Milwaukee, Wis.

"To keep up with new and nationally advertised goods."—B. R. JONES, Jones Barrow Hdwe. Co., Ozan, Ark.

"Read Good Hardware ads, say I, to learn what's what before you buy."—Thos. M. Brainard, Ray Hdwe. Co., Pensacola, Fla.

"I read the advertising in Good Hardware for the same reason the women read the magazines on good housekeeping or study the style pages in every magazine. I read it that I, too, may keep myself and my business right up to the minute by keeping posted on the very latest and best in hardware as the women keep posted on the very latest and best in clothes, hairdress and house-keeping.

"I read the advertising in Good Hardware because I know that anything that is advertised in Good Hardware is reliable and the firms advertising will stand back of their goods and their dealers; that I am taking no risk or chance in ordering either old or new items advertised in this magazine.

"Believe me, I don't stop with the reading of the advertising only; I read the whole magazine from cover to cover every month, and thank you for the help it has been to me, a new one in the hardware business."—W. A. KEMPE, W. A. Kempe Hdwc. Co., Red Wing, Minn.



so advanced in every detail that comparison alone makes a majority of the sales.

The One Minute is a Great Washer. Everyone who sees it in operation says so, and rapidly mounting sales prove this beyond all doubt. The One Minute dealer's merchandising plan is a proven success. It digs up the prospects in a unique way. Some desirable territory is open on this Great Washer. Write us or mail the coupon for details.

### One Minute Manufacturing Co.

Dept. 8-F	
milabio	Send Full Details of the ONE MINUTE Plan—
Mail this	Name
Coupon	Mr
	A Company of the Comp

To answer an advertisement, tear out page and pin to letterhead

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### Placing temptation to buy in the path of the customer

(CONTINUED FROM PAGE 16)

battleship linoleum. This not only adds to the attractive appearance of the interior, but it has the added advantage of being "silent" and soft to walk upon.

The street floor space has been laid out with a keen eye to display possibilities. Up front, a horseshoe-shaped showcase is equipped with glass front, top and sides. Hooded lights flood the contents without the glare which so often detracts from the effect of showcase displays.

The store fixtures are entirely new. The wall cases which line both sides of the store have been designed for artistic effect and distinctive display.

An adjustable steel case, 18" in width and 12' long, is directly behind the horseshoe center showcase. This holds the retail paint stock, compressed into the smallest possible space, yet displayed on both sides and ends. A counter with bins beneath for nails and similar merchandise occupies the corresponding space on the other side of the store.

A broad glass table, fully equipped with all modern conveniences for measuring and cutting, is located in the rear of the paint rack. It has a novel arrangement of pockets for holding the surplus glass supply, while another portion of the under-table space provides extra pockets which in Summer

months are used for wire screening and other seasonable materials. In Winter these may be removed to give place to weather stripping, axe helves and such merchandise of a timely character.

The store has no waste space, nor is there any indication of crowding. Every inch available is put to some active use, usually with an eye for display value.

Near the rear, an open stairway leads to an office located on a mezzanine, from which an unobstructed view of both floors may be had. The stairs leading to the second floor pass directly by the office.

The second floor is devoted chiefly to household furnishings, kitchenware and bathroom supplies. However, with an eye for effect on children who invariably accompany their mothers shopping, the front part of the second floor is given over to an alluring display of toys, boys' carts, doll carriages, bicycles and other devices.

### Home atmosphere

The arrangement of this floor is an interesting example of how sales psychology may be applied to store arrangement. The tables used for the display of household furnishings and kitchenware are of the triple-deck type, which not only afford a maximum amount of display space, but permit an arrangement of individual articles in such a way as to achieve a home atmosphere. The woman shopcan see how aluminum. enamel, iron and tinware would

(CONTINUED ON PAGE 62)

### Are Net Profits

FEW products on the market today give the dealer as profitable a sales opportunity as the Sunbeam Cabinet Heater. The radio, the farm lighting plant, the electric washing machine, all started with large open markets in which a big percentage of all homes were prospects. In a surprisingly short time these specialties have become giants in American industry—big profit makers for dealers everywhere.

The Sunbeam Cabinet Heater has an equally large "future market." In an actual count of farm homes it was found that over 80% were stove heated. In several country-wide surveys, covering towns of all sizes, the stove heated homes numbered nearly 50%. These figures, as well as the phenomenal sales of Sunbeam dealers in every section of the country, show the market possibilities of this new type of heater.

And here's another mighty important fact—the profit on the sale of a Sunbeam Cabinet Heater is NET profit because it requires practically no service installation. Lighting plants and washing machines are a constant source of expense to dealers—they need frequent service after they are sold. The Sunbeam Cabinet Heater takes care of itself.

And another important point—the dealer's profit is a large profit - larger in percentage, than is generally paid on specialties. But there are other interesting things about this wonderful heaterit will pay you to know the whole story. Use the coupon today.

### THE FOX FURNACE COMPANY

Largest Makers of Heating Equipment ELYRIA, OHIO



Name..... Address.....

G. H. 8-25

FURNACE COMPANY

I would be interested in having complete information regarding the Sunbeam Cabinet Heater and your new methods of merchandising it in this locality.

THE FOX

Elyria, Ohio

To answer an advertisement, tear out page and pin to letterhead

Digitized by Google

look in her own kitchen. The same idea is carried out in other ways, too. For example, an ironing board, trimly covered, with an electric iron upon it already attached to a wall socket, serves to set off the advantages both of the electric iron and the cleverly devised folding ironing board as well. This two-fold use of sales display opportunities is made use of in many interesting and effective ways.

### Appeals to whole family

The "home atmosphere" note also has been applied to a wall case, 10' by 8', located near the stairway, where it catches the eye both coming and going. This is used for the display of bathroom fittings. The line is complete, including glass, nickel and white enamel, arranged after the manner of a natural bathroom setting.

Owing to the application of sales psychology, The Bryan Hardware Company is a store for the entire family. The domain of the family man is chiefly on the street floor, where he may find scores of things of particular interest. While he is thus engaged, a subtle display trail draws his wife instinctively to the second floor, which is her particular realm. Naturally the youngsters follow the mother and come upon a small, fascinating toy domain of their own.

The judicious division of floor space and effective arrangement of wares get in their work immediately. The housewife finds a thousand and one things to examine and speculate on, while the youngsters are attracted to

the toy section as instinctively as a bee to a blossom. As a liberal open space has been left in the vicinity of this department, the children are given free rein to try out the toys and usually one of the sales force is present to help them.

The third floor of the store is devoted, in part, to a display of such hardware as shovels, picks, rakes, lawnmowers, vises and other carpenters' and mechanics' bench equipment, arranged for the most part on benches and tables. The remaining portion of the space is used for storage.

The fourth floor is devoted entirely to storage, but both the third and fourth floors can be adapted for display purposes, as they allow for possible future expansion. Each floor is reached by an elevator which could be used to good advantage should the sales requirements make it necessary to use all four floors for selling.

### Basement utilized

The basement likewise has been put to effective use, not alone for storage purposes, but, to a somewhat lesser degree, for display purposes as well. The man who tends his own furnace or boiler, or who is his own gardener, finds plenty of suggestions in this high-studded, well-lighted basement section. Those easily-forgotten or neglected items, such as a new ash can, coal scoop or ash sifter, stare the buyer in the face as gentle reminders.

Even here, sales psychology lures the shopper.

### t this Reel our Counter

National Demand Has Been Created for ME COMFORT WEATHERSTRIP

wing that Home Comfort Weatherstrip is increasing their sales. It al, efficient strip than home owners can easily apply and they natme Comfort Weatherstrip in hardware stores. Display a reel on you will be surprised at the number of extra sales you will make.

ndsome display stand with your initial order of one or more 500-ft. he back of the sign contain packages of tacks and circulars. Think mience the reel, stand and packaged tacks are to you. They take up counter and as Home Comfort Weatherstrip comes in continuous of the exact footage each customer wants. No waste in left over any years and is moth and vermin proof. No counting or weighing packaged; each package containing enough for applying 20 feet of eatherstrip (the usual amount required for one window or door).

ne Comfort Weatherstrip, including enameled rustproof tacks to match, retails for

ng enameled rustproof tacks to match, 13c per w with your jobber. If he cannot supply you, ibber's name.

ION, 118 South 17th St., St. Louis, Mo.

### RIBUTORS-

& Co., Wayne St., oit, Mich.

Wilsey, bouth Bldg., heapolis, Minn.

ycer Co., ar Rapids, Iowa al Products Co., any, Ga. C. J. Waterhouse Sons Co., 55 New Montgomery St., San Francisco, Cal.

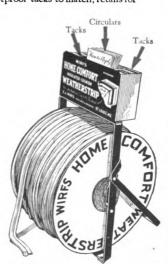
The Danwill Co., 167 Columbia St., Seattle, Wash.

MacFadgen & Hart, 1060 Milwaukee Ave., Chicago, Ill.

Irwin Paper Co., Quincy, Ill.

### COMFORT IERSTRIP

RK REG. U. S. PAT. OFF.



### Stores making money by handling electrical goods

(CONTINUED FROM PAGE 31)

a town of 30,000 says it cannot be without electrical lines. Last year this company sold 125 vacuum cleaners, 12 electric washers and about \$3,000 worth of incandescent lamps.

The Churchill Hardware Company, of Galesburg, Illinois, a town of 24,000, says of electrical goods: "It is a new line with us, but we turn our stock six times a year." Although this company does not sell on time payments, last year it disposed of 13 vacuum cleaners, 35 washing machines, lamps valued at \$6,000, electrical supplies worth \$2,500 and electric appliances amounting to \$2,000.

Now you can see that these stores; of different sizes in different kinds of communities, are selling electrical goods and making a go of it. When you check the amount each is doing with the number of people in the town, you can see why most of them are enthusiastic about the possibilities of their electrical departments.

### Access to more people

If some hardware stores are doing big things in electrical goods, why can't others do them?

One hardware man tells why hardware stores can sell electrical goods when he says: "Hardware stores with the right kind of display can sell more electrical goods than the strictly electrical store because there are twice as many customers in a

hardware store." That, indeed, is the truth. For the electrical dealer who sells nothing but electrical goods cannot expect to get enough people into his store to keep up his volume of sales. That's why electrical stores are taking on novelties. popular staples and hardware and house furnishings. It is just the start of their uphill fight to get people inside, so that electrical goods can be sold to them.

### The better chance

That is why you stand a better chance to make money in elec trical goods than the electrical dealer does. You have the people coming into your store. Each housewife must come to you many times during the year for something she must have. And it's those trips of hers for hardware that will sell electrical goods for you.

But the big thing to consider in connection with the electrical business today is not what other hardware stores are doing. It is what the electrical departments of those other hardware stores will be doing when the electrical idea is more fully sold to the public.

For the electrical idea has not been sold to the home. In one of my earlier articles I showed a list of 12 appliances which should be in every home and which will be in every home when the housewives become fully awake to how electricity can help them in their work. Those 12 appliances sold at retail for about \$600.

How many of your acquaint-(CONTINUED ON PAGE 71) ances have all 12? Very few yet the day is coming when they will be in every home.

You don't have to be very old to remember when electricity was new—when the man with electric light in his home was a rarity. You can remember when the first electric iron came out; when most of the other electric appliances were put on the market. Think of the advances that have been made in your life-time. And the advance has been only started.

### Increased business ahead

For today people don't know what electricity can do for them. But they are learning, and when they come to a full realization, there will be a big need for more stores and for more salesmen to sell electrical goods.

That, of course, is your opportunity. You can start in this electrical business on a small scale with a very small investment and you can grow with the demand. When the big business comes, you'll be sitting pretty. You will know the game, and you'll be able to play it at a big profit to yourself.

### GOOD HARDWARE:

Speaking of ideas, I have the best one yet. I take the front cover of Good Hardware and paste it on the window. Say, you ought to see the people stopping and looking at it—and it pays.

George Babin, San Francisco, Cal.

# Seamless Seamless Seamless Sonstruction Chruout

Why not sell your customer a cooler which he will appreciate ten years from now?

Because -

It has no seams to leak or rust thru.

It looks and is the aristocrat among coolers.

There are more XXth Century Coolers sold and in use than any other make, so they must be made and priced right.



Send for complete details.

### **CORDLEY & HAYES**

46 Leonard Street New York, N. Y.

COOLERS



### Sell these Two NewWinners-



### OAKES "CAPACITY" FOUNTAIN

Top-filled — easily cleaned — fowls can drink all around. Capacity 5 gals. Can be used for growing chicks or old fowls. Furnished with or without heater for winter.



#### OAKES "IMPROVED" LARGE FEEDER

Combines capacity with economy. Sanitary, furnished with or without lids. Made for mature fowls in 8 ft. length, capacity 2 bushels; 4 ft. length, capacity 1 bushel. Also made for growing chicks in just half these dimensions.

Write today for catalog and dealer's discounts.

OAKES MFG. CO. 345 Dearborn St. Tipton, Ind.



Another "hardware" dress

### Marjorie was there with wire on

At a merchants' carnival held this year in Akron, Colorado, Miss Marjorie Innes represented the Western Hardware Company of that place, appearing in a costume made of various articles which are sold in a hardware store.

Her hat was bug screen, with an oil can on top for trimming; her skirt was screen wire, trimmed with egg beaters, harness snaps, can openers, skillets, and similar articles; her necklace was composed of harness rings, and her earrings were electric light bulbs.



## Introductory Offer to DEALERS

To any live retailer who is interested in making money on a high grade home heater and who will join with us in an intensive sales campaign in his territory, we will gladly submit a special introductory sales offer on the Red Cross Furnola.

We can afford to do this only where we are assured of the active support and cooperation of the dealer.

To the prestige and good-will of the local merchant this sales campaign will add the influence and reputation of a company that for three generations has been supplying heating and cooking comfort to American homes.

The name Red Cross on furnaces and heaters is immediately recognized by your customers as a mark of quality. This reduces sales resistance and insures continuous sales.

You should investigate our plan immediately. Write for it to-day.

Co-Operative Foundry Co., Rochester, N.Y.

Manufacturers of Ranges and Furnaces exclusively for more than half a century.

RED CROSS

Trade Mark Reg. U. S. Pat. Off.

### Mail-order tricks that retail dealers should know

(CONTINUED FROM PAGE 25)

when the goods are presented in a sort of bargain fashion. Bargain counters, "fire" sales and hurry-up disposal stunts are extreme examples of how the low price atmosphere can be effected in retail selling.

So people look upon your store according to the atmosphere that prevails. It is an advantage, then, to have your stock arranged and displayed in a manner that will reflect a note of economy. Take a look at the chain stores now and then—copy their style. Let people know that you operate your store on a basis of low selling costs, and that they do not have to pay for any costly overhead. Get the people's confidence. That is the way to sell.

Now about display. The mail-order people realize that a picture has greater power to attract and to sway the human mind than any other force except the object itself. They have only the picture—you have the object. But they have used the picture to the limit of its possibilities. The catalog shows pictures not only to attract people, but also to sway and sometimes mislead them.

### Clever illustrations

Catalog hardware is usually illustrated with ink drawings Some drawings do not always convey an absolutely true likeness of the article. Artists are trained to bring out certain details to convey an impression of

mechanical masterliness. The prospective customer is often influenced to send in his order because an extraordinary weight or thickness of material is inferred in the illustration.

Photographic reproductions are seldom used for this purpose. They are not impressive enough. But when they are used, they are cleverly retouched. Such tricks of illustration put an irresistible smack in catalog display.

### Mass display

When several pictures are arranged attractively on a page, and all the pages are bound into a catalog, the result embodies a mass display. This is all it takes to get people interested. A catalog without these pictures would be worthless.

The large department, chain and variety stores carry out this principle of displaying all their wares in mass, so that people may just browse along and look at whatever attracts their curiosity.

Here, in a nutshell, is the whole thing back of Woolworth's success. There is something about mass display that fills human beings with a desire to possess.

With this situation, catalogs require very little selling talk. The low price appeal has made the customer feel that he can really afford the article—the impressive illustration has aroused his desire to the melting point. Still, there are questions in his mind—he wants a little more information.

For this reason, catalog de-



### Still MORE POWER behind KESTER METAL MENDER

The Household Package of Kester Acid Core Solder

### List of Farm Papers Being Used

Country Gentleman Rural New Yorker National Stockman & Farmer (Ohio) National Stockman & Farmer (Pa.) Michigan Business Farmer Indiana Farmer's Guide Southern Agriculturist Orange Judd Illinois Farmer Wisconsin Farmer Gowa Homestead Farm Stock & Home & N. W. Farmstead Dabota Farmer Kansas City Star Weekly Oklahoma Farmer Stockman Farm and Ranch Pacific N. W. Farm Trio California Cultivator

Total Circulation 3,120,000

LOOK'em over—a formidable battery of eighteen state and sectional Farm papers together with the Country Gentleman. This powerful list carries the Kester message into over 3,120,000 homes per month. It will make sales in a most fertile territory—the rural districts.

Battering down sales resistance on this large scale will mean much to you. Not only will sales on Kester Metal Mender have a healthy rise, but the entire line will feel the stimulus. Are you prepared to meet the increased business? Better check your stock now!

### CHICAGO SOLDER COMPANY

4213 Wrightwood Ave.

Chicago, U.S.A.

3

Originators and World's Largest Manufacturers of Self-Fluxing Solder

scriptions have been given very careful attention. They are written with the idea of answering in advance any questions that a customer is likely to ask. And besides giving dimensions, specifications, et cetera, they also stress the utility features of the article and its advantages.

### Learn all selling points

Your salesmen should study the merchandise they sell, the same as the mail-order people do—learn the important selling points, the different purposes an article may be used for, et cetera. Manufacturers' advertising is your best source for finding out what these points are.

The catalog allows only very small space for each item, so the mail-order people have learned to write short descriptions. But they have overcome this problem, and have actually made it an advantage. At least, it provides them with an excuse for resorting to general and indefinite terms, "Heavy metal," "massive design," "high grade finish," "sturdy construction"regular catalog these are phrases. Apparently, mail-order houses would justify them on the grounds that it takes too many words to say, instead, "20 gauge sheet iron," "legs 11/2x 11/2 inches," "one coat of paint," or "a bolt and a brace here and there."

When definite specifications would show inferiority, general catalog terms can be used to exaggerate the quality, finish or material, and the tricks of illus-

tration serve further to confuse people.

Thus we have discussed three of the four essentials of mail-order appeal—description, illustration and price. The simple combination of "Here it is and here's the price" is hard to beat for swift selling punch.

But the mail-order business would not last long without the fourth essential—good-will. The reason mail-order houses continue to grow is because they are constantly broadening and strengthening this factor. The financial statement of one house lists its good-will account at between \$20,000,000 and \$30,000,000.

Good-will is people's confidence in a house; their belief in its values; their feeling of satisfaction that comes from trading with it.

The mail-order people have learned how to get customers to believe in their values. Every time that a customer is made to feel that he has saved money on a purchase, it helps to create good-will. Here are several stunts that you can use as effectively as the catalogs do:

### A few stunts

Leaders: One item in nearly every line is played up in the catalog as a "low price" leader. These leaders, however, often return a larger percentage of profit than the other items. It is the impressive display combined with a selling talk about "big value" that does the selling. If you will take your best profit item from each line, put these all on display as "leaders" and

tell people that they are specially priced, you can create as much appeal as the catalogs do.

Small wares: Some of the large catalogs have a 3c, 9c and 12c section. The items in this section are often sold at a loss. but they pull orders for other merchandise. (The suggestion that customers make up an order of at least 100 pounds to save on freight charges is especially emphasized in this section.) Many retail dealers say they don't want the small wares trade because they lose money on it. Neither would the mailorder people want this trade if their customers bought nothing else. But it's not a question of loss with them-it's a matter of good advertising. And if there is any loss, it is charged off for advertising.

Refund slips: Some items are priced in the catalog so that a reduction can be made later. In this case, a refund slip covering the amount of the reduction is sent to the customer. The mail-order house will explain the refund as being in accordance with their policy of saving the customer money wherever it is possible.

This stunt could very easily be employed by the retailer, especially on charge accounts when payment is made by mail. By telling the customer that your prices had been reduced and that you were giving him the benefit, you would add to your good will; and if the refund slip is good only at your store, it will be sure to pull a repeat order.

Flyers: Special sales booklets, called flyers and stuffers, are sent out by the mail-order houses at regular intervals. These feature items that are to be discontinued and short job lot purchases that can be priced below the regular catalog items.

This method of increasing sales and getting people to put more faith in catalog values is like the retailer's method of sending out direct-mail matter.

### Getting away with it?

People have been led to place confidence in mail-order houses because of the broad guarantee of satisfaction and other statements of policy that are played up throughout the catalog. You might ask, then: "How do they get away with misleading descriptions and illustrations?"

The answer is: They don't. This guarantee is intended as a good-will builder and a sales promoter, which it is. But its operation forces upon mailorder houses a tremendous burden in returned goods. same as is true of the other stunts just mentioned. The customer is led to believe that these so-called excellent values are natural results of "eliminating the middlemen." But the fact is they are just mail-order tricks of good-will advertising and they only add to the cost of catalog merchandising.

How these costs are distributed will be discussed in another article of this series, in which it will be shown mail-order houses cannot operate on a low enough margin to handle a quality of merchandise to undersell the retail hardware store.

### Pictorial MCKINNE

Reprinted from the new Garage Hardware Catalog



Set No. 9011



Set No. 9015



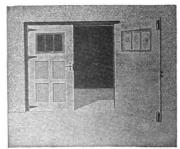
Set No. 9026



Set No. 9017



Set No. 9016



Set No. 9032

### Index of COMPLETE GARAGE HARDWARE SETS \*\*\*

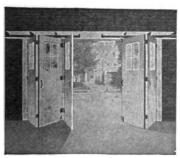
issued by McKinney Manufacturing Co., Pittsburgh



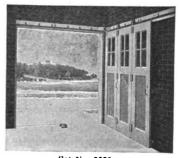
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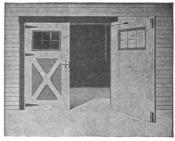
Set No. 9018



Set No. 9023



Set No. 9035



Set No. 9039

### What price-tags have done for Weiss of New Haven

(CONTINUED FROM PAGE 18)

hand-drill—but through a couple of displays I've run lately, I've actually sold more handdrills in the last six months than in the whole five years' business before that time. I can say the same of nightlatches, wrenches, mouse traps, rat traps, and—oh, most everything in the small article line carried in my store.

"And," he continued, "the business doesn't stop with the purchase of the article that's shown in the window. When a man comes in to buy the thing that's caught his eye from the outside, he takes it for granted that our entire stock is of equally good value. And he's right, too, for we don't run cheap sale stuff or marked down leaders of poor quality in the window and then try to make the prospective customer buy a higher priced article.

### Absolute confidence

"All values in the store we believe to be well worth the purchaser's money-but the point is, once having come into buy, our customer sees something else he wants, and this time he doesn't ask the price. Once he is in the store, his attention is attracted by several other things he needs. He buys them without question. It's no trick to sell a man under these conditions, somehow. It seems that he is sold on our entire store through the method of appeal used in the windows.

"Moreover, we never do any newspaper advertising, so you see all the trade is gathered from those who see our trims."

One week in late Summer, you may see Weiss displaying a window reading: GET READY FOR THE FALL MONTHS. This, with a neat window of paints and supplies, will be followed by a rush in the paint business.

"But we don't display prices with paints," he says. "We don't have to. To show this class of goods, we pile cans of paint one on the other in the window—but the hardware is always spread flat; plentifully, but not crowded enough to be messy."

### Once was enough

"We never have cut pricesexcept when we held a clean-up sale last September," says this "And the fact that we won't hold another speaks for Cutting prices does not help the trade in general; it certainly does not help competitors; and it most emphatically does not help us. I feel sure that cut prices cheapen store-and make customers put a corresponding discount on the entire establishment and its line. I consider those reasons ample for keeping away from prices.

"But let me bring in an angle on this business that belongs as much to the hardware trade as to any other." Weiss pointed to the side wall of one of his windows where hung about a dozen assorted chair seats.

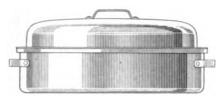
(CONTINUED ON PAGE 88)

### Roaster Deal

### Nationally advertised Viko quality supplies the right background

A full-page Saturday Evening Post advertisement, appearing October 10, will tell the merits of Viko roasters to 2,500,000 circulation. And the same story will be told to the readers of Good Housekeeping, Modern Priscilla, Holland's Magazine, Successful Farming, Iowa Homestead, and Farmer's Wife—a total circulation of 5,691,482 copies.

#### Here are the Roasters



No. 5458-3 in deal



No. 5457—2 in deal



No. 5456—1 in deal

### VIKO The Popular Aluminum

To answer an advertisement, tear out page and pin to letterhead

Digitized by Google

"That means more business to us than you'd guess," he con-"That tinued. little display, which is never changed receives no attention which whatever, has brought us a business in chair seats which enables me to order in lots of 1,500 and more. We carry them in sizes. three styles, three shapes, two colors, and in wood, fibre and upholstery. You can realize a stock of such variety good many single means a None of them is cheap -either in price or qualityand we sell dozens of them every day. Moreover, most of our sales, say 90% at least, are in single lots—and that means no discount asked for quantity. Many customers coming in to buy chair seats stop to select hardware amounting to a surprising total in sales.

### Reputation for variety

"I don't know just why it is, but it seems that the purchaser of a chair seat is even more likely to see something else he wants than is the usual hardware customer. Our reputation for carrying such a variety in the seat line, has grown so that most of the furniture stores in town now refer their customers to us, rather than carry a stock themselves. Of this means that the trade has gradually concentrated into our It means a lot of business to us; and it has come our way, due to just two causes: that display on the side of the window, and our reputation for keeping a full line.

"As you notice, we don't dis-

play prices on the seats in the window. But we'll never again have a window dressed with hardware and leave off the prices—since we have definitely proved to ourselves that prices in the windows mean business."

### Hamp Williams told this one

The following story, related by Hamp Williams, told at the 26th Annual Convention of the National Retail Hardware Association, got a big laugh.

"An old fellow down Williams, wav." said Mr. "brought a load of produce from his farm into market. Receiving a much higher price than he had expected, he decided to surprise his wife; so he bought himself an entirely new outfitclothes, hat, shoes and all. The bundle he put under the seat of his wagon and on his way home he stopped by a river intending to change his clothes. Deciding his old clothes were practically useless, he threw them in the river, but when he looked under the seat, he found the bundle of new clothes was missing.

"He scratched his head for a moment, then climbed on the wagon, saying: 'Get up, Maude, we'll surprise her anyhow!"

Goods well displayed are half sold. Good Hardware helps you display and sell them.

The following menufacturers of Sporting Goods, Hardware Special-ties, etc., ere represented in the advertising columns of the August issue of OUTDOOR AMERICA, owned and published monthly by the Izeak Walton League.

#### ARMS AND AMMUNITION

Baker & Kimball Francis Bannerman Sons Cushion Pad Corp. A. H. Fox Gun Company Hoffman Arms Company Frank A. Hoppe, Inc. Hunter Arms Company, Inc. Ithaca Gun Company Jostam Manufacturing Company W. Stokes Kirk Leferer Gun Company Lyman Gun Sight Corp. The Marlin Firearms Company New Method Gun Bluing Com New Method Gun Bluing Company Pacific Arms Corp. The Peters Cartridge Company Reising Mfg. Corp. Remington Arms Company
A. F. Stoeger, Inc. (Mausers & Lugers)
Western Cartridge Company

#### **AUTO TRAILERS**

Auto-Kamp Trailer Company

#### **BINOCULARS**

Benner & Co. Boston Sporting Goods Co. Du Maurier Co. Ferry & Company A. K. Hawkes Co. Washington Jewelry Co. Watry & Heidkamp Wollensak Optical Company

#### BOATS AND CANOES

Acme Folding Boat Co. Darrow Steel Boat Company The Kayak Mfg. Co. Dan Kidney & Son King Folding Canvas Boat Co. Pioneer Mfg. Company Racine Boat Co. Thompson Bros. Boat Mfg. Co.

#### ENGINES AND MOTORS

Elto Outboard Motor Company Evinrude Motor Co. Johnson Motor Company Lockwood-Ash Motor Co. McNab-Kitchen Rudder Corpora Universal Motor Company Co. ter Corporation

#### FISHING TACKLE

The Bass-Houn Company A. Coxe Delaware Mfg. Co.
The Enterprise Mfg. Company
"The Pfluegers"

Lou J. Eppinger Al Foss L. T. Gauss Hardy Brothers James Heddon's Sons John J. Hildebrandt L. B. Huntington W. J. Jamison Company Korrect Kor Line Co. Meisselbach-Catucci Mfg. Co. Outing Mfg. Company E. H. Feckinpaugh Co. Prescott Spinner Mfg. Co. Thomas Rod Company South Bend Bait Company Sportsman's Specialty Co. Streich Manufacturing Co. Edward vom Hofe & Company Joe Weish Ai, Wilson Co.

#### **MISCELLANEOUS**

Bell & Howell (Moving Picture Cameras)
('. E. Delibarger Co. (Decoys)
The Goyer Company (Gun Floss) Iver Johnson Sporting Goods Co. (Sporting Goods) Patent Decoy Duck Collar Co. (Decoy Duck Collar) & Antoine (Sporting Von Lengerke Goods) Washington Coffee Refining (Instant Coffee) M. Zimmerman (Oil for Reels and Guns)

### TENT AND CAMP EQUIPMENT

A-B-C Mfg. Company
Airubber Corp.
American Awning & Tent Company
Army & Navy Supply Co.
F. O. Berg Company Coleman Lamp Company
Denver Tent & Awning Company
Metropolitan Camp Goods Co.
Rustic Hickory Furniture Co.
United Steel & Wire Co.
While Wanderheepen H. Vanderherchen Weatherproof Canvas Products Company Woods Mfg. Company, Ltd.

#### WEARING APPAREL

Doublewear Shoe Co. Freeman-Thompson Shoe Co. Hand Made Shoe Co. Russell Moccasin Co. Witchell-Sheill Co.

#### Mail the attached coupon today

	The Izaak Walton League 536 Lake Shore Drive, Chicago, Ill. Without obligation to me, send full information relative to the League and a free sample of OUTDOOR AMERICA.  As Advertised in Good Hardware.																																																							
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### How the Bay City Co. pushes sport goods

(CONTINUED FROM PAGE 35)

affair. Connecting up the various parts of our efforts makes the motors move fast and sure

"One of the stunts we use is to furnish the big boat builders with motors for the Summersell them at a fair figure. They in turn win many sales for us during the year. We also do this with one of the boat-taxi men, who rents from 50 to 150 boats a day when the fish run. He tows boats out to the desired fishing ground and back with his motor, and collects an extra fee for this service. The more we can get the outboard motor before the water enthusiast, under actual running conditions, naturally the more we sell and in this way many people see the motor that we wouldn't come in contact with in any other way.

"We also keep a boat on the river for actual demonstration and it doesn't take much talking after the demonstration to sell a man. The demonstration sells him. The dealer is lame who doesn't demonstrate.

"We arrange it so that one man can take time for a demonstration, no matter how busy we are. We have traced through our records and have found cases where the buyer of an outboard motor was the cause of from two to three more motor sales for us each season, the original owner's pride and enthusiasm turning the trick.

"But we don't stop with the sale. If any trouble comes up,

we drive out on short notice and give the service needed."

In the Bay City Hardware Company's store one finds every little thing that appeals to the lover of the great outdoors. There is every conceivable article that a fisherman wants—lines, poles, rods, bait, flies, tools, instruments, clothing and so on. Dove-tailing in with the display of these is the display of automobile camping outfits.

Then again there are canoes and varied sailboat and rowboat equipment. All of these are skilfully displayed. Of course, there are also to be found in the sporting department, baseball, football, basketball, boxing and golfing equipment; guns, ammunition and practically everything in the realm of sport.

### Four to five turnovers

The average turnover in the sporting goods department is three to four times and some lines are turned over four to five times. This is made possible by systematic attention to the various numbers.

Big displays are put on at the annual automobile show and at the Northeastern Michigan Fair and an attractive campaign is made at these exhibits.

The fishing tackle equipment is prominently displayed and a fishing contest, with liberal awards, is staged each year. A neat booklet is compiled and distributed giving the rules of the contest, the list of awards, and incidentally space is used to tell of the lines carried by the department.

This contest attracts many. It

# VECTO the new heat distributor

EVERYWHERE heating merchants are finding the new VECTO a profitable sales builder. These are the reasons:

- 1—ONE SINGLE CASTING—Never before has this been achieved in warm-air heaters! The casting has remarkable strength. It tightly seals the combustion chamber, allowing perfect air control.
- 2—ARCHED CHANNEL DESIGN—Quickens circulation and warms more air more quickly.

  VECTO will warm 8,000 cubic feet of space!
- 3—EASY REGULATION—A turn of the heat control lever gives the desired degree of warmth.
- 4—LOCK-SAFE FIRE DOOR—Prevents dirt from escaping; insures safety. You can't kill the VECTO fire.
- 5—VITREOUS ENAMELED JACKET—Polished like fine china; cannot scratch.



# \$3300 on each VECTO sold

You buy at \$66 and bill the owner \$99 plus freight. No installation. This means merchandise profit—quick turnover. Put a sample on your floor. VECTO will almost sell itself.



#### AMERICAN RADIATOR COMPANY

1807 Elmwood Ave., Buffalo, N.Y. Sales Offices in all principal cities

DEAL BOILERS AND AMERICAN RADIATORS FOR EVERY HEATING NEED



To answer an advertisement, tear out page and pin to letterhead

embraces the several kinds of game, trout, bass, perch. pike and other fish caught in the waters of the territory to which the concern caters for trade. Entry cards provide an exceptionally good mailing list. The fish entered are displayed in tanks in the windows and on the floor. Cards give the story of the catch. Display advertising is augmented by free, legitimate publicity, telling the story of the contest from time to time.

In the department everything possible is kept in sight. Every man is familiar with the use and operation of the goods sold. The store aims to handle only the best goods. Cheap goods, it feels, kills the game. People are willing to pay the price for reliable goods, because of the satisfaction they give.

The enthusiasm of the men in the sporting department is contagious. It not only spreads among the customers, but among the many other salesmen and clerks of the store. They are eager to demonstrate their wares.

This is especially true in the matter of camping outfits. Tents are put up and taken down many times a day during the Spring and Summer season. Tools and utensils are taken from kits. spread out and put back. They find that demonstration fascinates the prospects and makes them buyers. Tanks are on the floor for testing bait and anything and everything is put through any test desired.

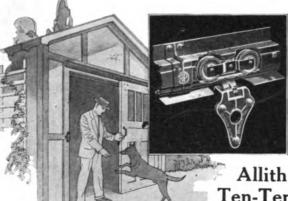
Another feature that aids in the popularity of the department is the familiarity of the salesmen with the game laws and their willingness to answer any and all questions pertaining to them. The department also accommodates sportsmen by having licenses on hand, signed by the proper officials and ready to be filled out for the purchaser, thus avoiding the inconvenience of delay.

By the means of display, enthusiasm, quality goods and service, the Bay City Company has built up a sporting goods department that is the pride of the store.

# Answers to the Quiz on page 19

- 1. American made stainless steel knives sharpen and hold their edge as well as carbon steel.
- 2. 3rd size, 5 pounds.
- 3. No, as enamel will not flow, or dry readily. Surface to be covered should not be cold or damp. Set can of enamel in a pan of hot water when necessary to work in a cold room to make it flow more readily.
- 4. The Negotiable Instrument Act provides that such a note is payable on the next succeeding business day.
- 5. Three inches.
- 6. Windows.
- 7. A good floor varnish.
- 8 Animal.
- 9. About 55.
- 10. According to figures compiled by the National Retail Hardware Association, approximately 24%.





Ten-Ten

Garage Door Hangers and Watershed Track

Builders, architects and owners the country over know the unfailing satisfaction that comes with the use of Allith No. "Ten-Ten" Hangers and Watershed Track for single and parallel straight sliding doors. Simplicity of erection, ease of operation and the high quality are immediately recognized-this accounts for the "Ten-Ten' hanger's popularity.

Doors equipped with this type of hanger are always in alignment-always on the track. The watershed track is accurately designed so as to provide absolute protection against birds, snow, rain and dust.

Allith "Ten-Ten," while on the market for years, has been improved from time to time. Likewise is this true with our entire line. Let us tell you more about A-P products.

#### ALLITH-PROUTY COMPANY Danville Illinois

Manufacturers of

Door Hangers Rolling Ladders Overhead Carr Fire Door Hardware Garage Door Hardware Spring Hinges Overhead Carriers Representative Jobbers Distribute A-P Products

"THE SIGN OF QUALITY"

## Stabilize letting of contracts

Hardware dealers the country over are more or less interested in road and public building construction. Many dealers serve on town councils and county or township boards, while others sell materials for the building of roads and public buildings.

In that connection you will be interested in the activities of the Conference on Construction Practices.

You are, of course, familiar with the troubles and losses that result from contracts that have been given to unreliable contractors, or at a figure that proves too low. These losses must be paid by the public.

The Conference works towards the stabilization of the construction industry which may be expressed as follows:

Public officials! Don't let a contract unless you know that the successful bidder has the resources to complete it. Don't let a contract at a price below an intelligent estimate of cost plus a reasonable profit.

Surety companies! Don't bond a contractor unless you know he has the experience, financial resources and the physical equipment necessary to fulfill the contract.

Equipment manufacturers! Don't sell to irresponsible contractors. Take precautions not to overload any contractor with equipment which he does not need.

Contractors! Refrain from bidding on contracts which you

do not have the equipment or resources to handle. Don't undertake any job at an unprofitable price.

The Conference is made up of the 10 leading societies of architects, engineers, contractors, et cetera. The Conference has worked out a uniform questionnaire and blanks to be used in collecting full information as to the qualifications of bidders.

You may want to use your influence in having contracts for local construction jobs let along the lines recommended by this Conference. You can secure standard questionnaires and statements for use from the Conference on Construction Practices, 1035 Munsey Building, Washington, D. C.

#### A window that attracted women

A New York hardware man has conceived a new idea in color backgrounds that takes the eye of the woman shopper.

For instance, the stylish Summer color in gowns displayed by all the women's shops is purple, pansy shade. Therefore this color is in the mind's eye of every woman.

So this merchant makes a window background of purple crepe paper against which nickel-plated electric fans, irons, curlers and other seasonable merchandise stand out. The merchant says: "This window made sales to the woman shopper, and from now on my window will reflect the color styles of Fifth Avenue."



Here is the tool that will hold things without needing to be held itself. Handy beyond comparison for the radio fan, for the man who fixes things about the house, for tinsmiths, electricians, auto body makers, furniture makers, leather workers, welders, and scores of other occupations and trades. Inexpensive, easy to sell, and very profitable to the dealer. Write for complete information.

KNAPE & VOGT MANUFACTURING CO. GRAND RAPIDS, MICHIGAN

To answer an advertisement, tear out page and pin to letterhead

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# Uncle Sam believes in lightning rods

For more than 30 years the Weather Bureau of the United States Department of Agriculture has been an earnest advocate of the protection of buildings and other property against lightning by suitable rodding.

The bureau is frequently called upon to advise inquirers concerning the proper methods and materials to be employed.

Occasionally plans are drawn up in detail for the protection of Government structures. In 1910 the White House was rodded after plans prepared by Professor Marvin.

To determine the relative liability of farm buildings to fire damage by lightning, a study of lightning fire losses was made recently by the Weather Bureau of the United States Department of Agriculture.

#### Great loss annually

The average annual loss for the whole United States is a little over \$12,000,000, which is probably a conservative figure. Illinois has the unenviable first place, with an average annual loss of over \$1,000,000, part of which may be attributed to industrial sections.

Texas is next in order because of its large area and the presence of highly inflammable oilstorage tanks. New York is third, for reasons similar to those affecting Illinois. In the highly developed agricultural States of the North, heavy losses

are suffered, especially through destructive cyclonic thunderstorms.

If the index number showing relative liability of farm buildings to damage is small in one State when compared with another having equally destructive and frequent thunderstorms, it is quite probable that protection against lightning is more general in the former State.

Michigan, Wisconsin, Minnesota, and Iowa are States where it is estimated that somewhat more than half of the farm buildings are protected by rodding.

#### Today's the day

Today's the day; so don't delay And shift it to tomorrow! For if you stall or shirk at all 'Twill only bring you sorrow!

Now is the hour to use your power!

Tomorrow's never here!
If you are wise, you'll utilize
The minutes that are near!

Though it may seem quite fine to dream

And while the time away; The only wight who gains the height

Is he who does t-o-d-a-y!

Thus you must do if ever you
Would reach your destination;
With lusty knock step in and
sock—

"OLD KID PROCRASTI-NATION!"

(Copyright, 1925, Rights Reserved)



# NEW The STAR Special Flexible Blade

This blade is practically unbreakable and is designed especially for cutting of sheet steel, galvanized iron, heavy tin sheets and peculiar shapes and sizes of thin materials of soft texture.

We offer this blade for your approval, to be used where tough stock and awkward angles for cutting result in great breakage.

Because it fills this great need hacksaw users everywhere are expressing their approval of the STAR Special Flexible Blade. They'll sell fast.

#### We'll send you samples FREE

Don't bother to write us a letter. Tear out coupon below and enclose with your letterhead for sample blades.

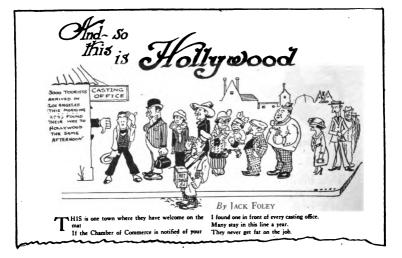
## CLEMSON BROTHERS, Inc. Middletown, N. Y.

CO	UPON
	Please send samples of the new Special Flexible Blade
to	
Size	to cut.
0.22	(Be sure to specify size of blade required

and cutting requirements)

Mail to Clemson Bros. Inc., Middletown, N. Y.

To answer an advertisement, tear out page and pin to letterhead



## From hardware to the movies

When you sit in your motionpicture theater viewing a Western film thriller, just figure to yourself that Jack Foley, a hardware man, may have had a part in staging the production.

This is the story: Bishop, California, is the last town in the Owens Valley that stands in the way of the city of Los Angeles and the latter's water supply. The people of Bishop did not want to sell out and leave their homes, but finally they did so in the nearby farming community. This left the merchants of Bishop with a stock loss and the necessity of developing other lines.

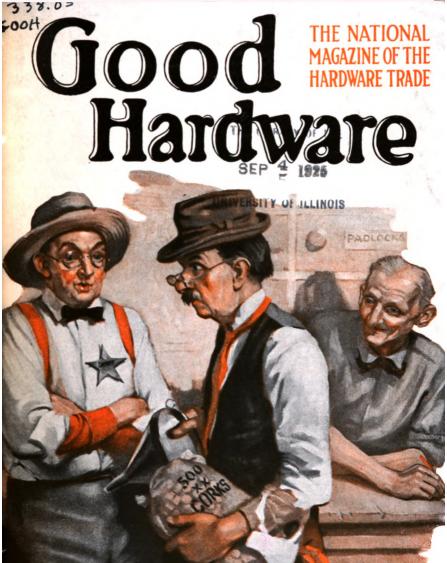
The Watterson brothers, hardware men, always having the future of the merchants at heart, as well as the future of the rancher, have now turned their attention to selling the picturesque country to the movies for locations for films.

This work was turned over to Mr. Foley, who left the hardware store for the time being.

To help carry out this selling program, a magazine, "The Movie Digest," was started, of which Mr. Foley is publisher.

"In the last six months," Mr. Foley writes Good Hardware, "about eight pictures have been made here. The biggest were 'The Thundering Herd,' 'The Border Legion' and 'The Lost Lady.' This week a motion-picture company will start shooting 'The Golden Princess,' which is 'Tennessee's Partner' by Bret Harte. The first picture left \$70,000 among the people. The last named will run \$40,000.

"Applying the same system that we have used for years in the hardware business is what brings the companies here. For 'The Golden Princess' I will supply covered wagons, people, riders, horses and stock."



eptember 1925

MCCREARY

Digitized by GOOG

### The New Metal Display Cabinet



#### Ornamental

In good taste on any counter.

#### Catches the Eye

Its attractive design—refined color scheme and high enamel finish stop the passer by.

#### Sells

It tells the story of Domes of Silence and makes the sale.

#### Prevents Pilferage

#### Beautifully Lithographed Permanent Display

Takes Domes of Silence out from behind the counter and places them before customers in a convincing fashion. This speeds up sales on an item that has every home in town for its market and repeat business as long as these homes last.

Replaces the old familiar cardboard display that was so easily soiled, torn and dog-eared, making it unfit for position on counter. Keeps sizes in orderly arrangement. Displays full face of packages and prevents their being stolen.

The Cabinet Substantially constructed of 26 gauge sheet metal—beautifully lithographed in five colors with a hard baked permanent finish.

Compact in Size With a base less than 11 inches long and only 5 inches wide it requires very little counter space.

Capacity Contains one gross sets assorted sizes made up of 1 dozen each of  $\frac{1}{28}$  sizes and  $\frac{2}{2}$  dozen each of the fast selling sizes,  $\frac{1}{2}$ ",  $\frac{1}{2}$ ", and  $\frac{1}{8}$ " and  $\frac{1}{8}$ ".

Reg. U. S. Pat. Off. No. 995,758 which will be strictly enforced.

Shipped Shipped loaded. Packed in 200 pound test shipping case to prevent denting or damage.

Price Costs \$10.00—Sells for \$15.00—50% Profit on Cost—33 1/4% Profit on Sales.

Refills Packed 1/3 gross of straight sizes or assortment of 1 dozen each of 1/2", 3/8", 3/4" and 1/8" sizes.

Order both cabinets and refills from your nearest jobber.

#### DOMES OF SILENCE Division

Henry W. Peabody & Co. 87 State Street, New York City

P. 2112





## Watch the A-C DAYTON **DEALERS** this year!

Below is a partial list of main chapter head-ings in The Master ings in Radio Salesman. The book is full of selling helps and proven mer-chandising plans.

- Choosing The Line.
   Building The Pros-
- pect List.
- 3. The Dem and Close. Demonstration
- 4. Improving Merchan-dising Methods.
- 5. Selling Radio to the Farmer.

6. Training Salespeople. This remarkable book, complete in itself, is but a part of the A-C DAY-TON plan this year. Retailers of A-C DAYTON Sets will go after business this year armed with the most remarkable merchandising method yet developed for radio—a method which organizes their radio departments along proven lines, which assures the personal success of every individual dealer.

every individual dealer. It is a plan of business management as well as sales. It puts radio selling on the same highly organized basis as the automobile. It is flexible enough to be used by every type of radio dealer. The book, The Master Radio Salesman, is the backbone of this plan which exhaustively covers the entire field of radio selling.

A-C DAYTON shoots straight with its dealers. A-C DAYTON Receivers have an established reputation for performance. The line is compact and salable and with

performance. The line is compact and salable, and will be intensively advertised. This year A.C DAYTON dealers will set a national standard for successful radio retailing.

It is a big story for progressive . dealers. Let us give it to you.

#### THE A-C ELECTRICAL MFG. CO. DAYTON, OHIO

Makers of Electrical Devices for More Than Twenty Years

The A-C DAYTON XL-10 Standard Cabinet, in two-tone manogany. \$115.00 (\$120 Denver and west).





Fill out this coupon or clip it to your letterhead and mail it without delay. Get the complete particu-lars of the A-C DAY-TON line and remarkable sales plan. Get ready for a big radio year with A-C DAY-TON.

The A-C Electrical Mfg. Co., Dayton, Obio.

Gentlemen:

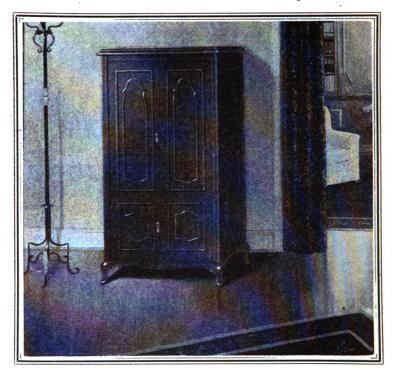
Send me the story for A-C DAYTON dealers this year, with complete description of the A-C DAYTON line and merchandising plans.

Name ....... Street Address.....

GH9 For the Man Who Believes His Own Ears

To answer an advertisement, tear out page and pin to letterhead

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### The Queen Anne Home Heater

HE QUEEN ANNE, with its authentic period design, its rare craftsmanship and finish in a beautiful brown mahogany effect, gives the furniture dealer at last a heater that can be sold as a piece of fine furniture. It adds a note of decorative charm never before obtainable in a heating unit.

With this advantage, the Queen Anne has combined the results of sixty years of engineering and laboratory work in healthful heating. Into it has been built every practical detail of twentieth century heating knowledge.

# The QUEEN ANNE

To answer an advertisement, tear out page and bin to letterhead



#### The QUEEN ANNE MERCHANTS' SELLING PLAN

POWERFUL · PERSONAL · PROFITABLE

This direct-selling plan is built for you. It is built around you and your store. It is prepared and ready to expand your business without waste.

#### Here's Your Chance for a Big 1925

Every home owner and builder in your territory will feel the force of this campaign. Send for the details.

Too many cheap heaters are flooding the market. The thinking merchant realizes the importance of stabilized merchandise—of sure profits, satisfied customers, and a steadily increasing volume of business.

The Queen Anne Home Heater is an innovation, distinctly different, and obviously superior.

The combination is unbeatable. See the Queen Anne Home Heater and the Queen Anne Merchants' Selling Plan. It will prove your business choice.

Anchor Stove & Range Company, New Albany, Indiana

# The QUEEN ANNE

To answer an advertisement, tear out page and pin to letterhead

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Moreover the again—to sell quickly. Have you ever heard the details of the greatest retail paint selling idea that the industry has ever known?

Send the Coupon on the Opposite Page

To answer an advertisement, tear out page and pin to letterhead

# Trade-Mark NOT For Sale!

A LTHOUGH known to be one of the most valuable trade-marks in the world, it is not for sale.

But, that which makes this trade-mark valuable is for sale.

We refer to the high quality of Sherwin-Williams products, which alone give the Cover-the-Earth trade-mark world-wide significance. This quality permeates every Sherwin-Williams product that you buy.

Sherwin-Williams are the largest paint and varnish makers in the world.

#### COUPON

	erwin-Williams Co., aal Road, Cleveland, O.	
Please about t	end, entirely without obligation, com he Paint Headquarters and Household lling plan.	plete information d Painting Guide
.ctan s	ning pian.	
	ning pian.	
Name .	• •	

#### THE SHERWIN-WILLIAMS CO.

Largest Paint and Varnish Makers in the World

413 Canal Rd.

Cleveland, Ohio

SHERWIN-WILLIAMS
PAINTS AND VARNISHES

#### What is the greatest problem in hardware business?

It is dangerous, I know, to call anything, or any man "greatest." You may think me a bit bold for asking, and offering an answer to the above question. But business experts the country over say "selling" is the biggest thing in the hardware business.

Years ago the great problem of business was production. We didn't know so much about science then. Our machinery was crude. But today our production capacity is so great that we can make twice what we can sell. That's why "selling" is important.

It's in the selling where the competition is. The best brains in the land are in the selling end of business. That's why the dealer or manufacturer who neglects selling soons finds a competitor taking his business.

Now just what is selling? Well, I was reading a business book the other day written by an eminent British authority. He defined selling as, "The art of conducting the exchanges of goods for cash so that all parties to the transaction are profited."

Like most English definitions this one is a bit involved and the language a little heavy, but the definition is good. Yet, I always like this blunt American definition: "Selling is taking goods in the back door and moving them out the front door at a profit."

It isn't much of a trick to get goods into the store but an awful lot of good judgment and cleverness must be used to move them out the front door at a profit. That's exactly why GOOD HARD-WARE puts so much emphasis on the selling side of hardware.

In connection with selling let me refer to advertising. Advertising has been called the right arm of selling. Of course, there are still some people who ignore advertising and call it "bunk" but aren't they really kidding themselves? Every really successful merchant recognizes advertising as a factor in selling—and trims, counter displays and sales talks are all really advertising.

I am going to digress a bit and talk about advertising that helps you both sell and buy—and that's the advertising in this magazine. In talking about the advertising in GOOD HARD-WARE, first of all let me explain our policy so we understand each other. In the editorial pages of GOOD HARDWARE you find no advertising of the manufacturer and the jobber. As you have probably noticed, we don't have a lot of write-ups about them. The only place then that you hear about the manufacturers is in the advertising pages.

As you know manufacturers have new goods to offer, new inventions, new policies, new propositions, new prices and a lot of

things they want to talk to you about—and that's why they advertise in the trade press. But the manufacturer who talks to you through GOOD HARDWARE has something really important to say for he spends good money in buying the space, so his message is worth reading.

I recently called on a dozen wide-awake dealers and asked them whether they read the advertising in GOOD HARDWARE. Ten of them said "yes," and I then asked them what they got out of it.

One said, "I get my ideas for our own advertising." Another said, "I read the advertising for new items." Another said, "I get selling angles on merchandise that I and my salesman can use."

Still another dealer said, "I read advertising to become familiar with the things we don't carry in stock, so when we get calls for them I know what they are and where to get them." I haven't told the Editor yet, but one really said, "I find the advertising more interesting than the editorial pages." The advertising in GOOD HARDWARE helped these dealers both sell and buy.

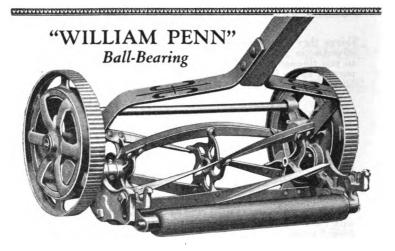
When I asked these same dealers whether they ever told the manufacturers that they read their advertising, several of them said they never thought of that. Well, if you have ever written an ad, or put in a good window, you know how much a mere comment means. Manufacturers are in the same boat. They are human. They like to know whether their advertising is read and if so in which magazine it is read. The comment they get is sometimes their only means of judging the magazines.

One of these dealers, however, had the right dope. He said, "I know advertisers want to hear from us—and they want to know in which magazine we read their ads—I know, too, that often the magazine is judged by the number of comments it gets. So you can just bet I never forget to mention GOOD HARDWARE."

Now, in closing, let me emphasize one point. Yesterday I was taking luncheon with a friend at the McAlpin Hotel. As we came down the elevator I noticed a man looking at me. We stared at each other and spoke, but neither of us could think of the other's name. We remembered faces but couldn't recall the other's name, until we got into a conversation.

You have probably had the same experience. In talking to manufacturers, and writing them, and in answering letters and mail questionnaires that come to you, you have probably had trouble in recalling on the spur of the moment the name of that live pocket-size hardware magazine—GOOD HARDWARE. Here's a simple little memory trick. "GOOD" stands for what we all try to make the hardware business, and "HARDWARE" is the business we are in. That's easy—GOOD HARDWARE.

--L.T.



#### A New Pennsylvania Quality Lawn Mower

A new lawn mower has been added to the PENNSYLVANIA Quality line that bids fair to be one of the most popular models this factory ever put out.

This is the "William Penn," which is made in one size only, 16" cut, 9" open wheels and sides, five blades and STAYTITE Handle. It is to retail at \$16.50 f.o.b. Philadelphia and add freight to distant points.

When placing your order with one of the PENNSYLVANIA Quality jobbers, add a few "William Penn"—only one size.

Easy to stock—Easy to sell—Easy to push.

### PENNSYLVANIA LAWN MOWER WORKS PHILADELPHIA



Penna. Lawn Mower Works 1616 North 33rd St., Phila., Pa. Please have your nearest whole- sale distributor send us prices and information.
Name
A 4 4

# Good WATE OFF Hardware

\$7-1	1/T
V OI	. VI

SEPTEMBER, 1925

No. 12

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#### Issued Monthly by

#### TRADE DIVISION—THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

LEONARD TINGLE, Publisher CARL W. DIPMAN, Editor

G. K. HANCHETT, Managing Editor

#### FRED A. WILLIAMS and ARTHUR C. HUNT, Associate Editors

STANTON E. JENNINGS, Eastern Manager - - - 709 Sixth Avenue, New York Edmund Carrington, Western Manager - - Mallers Building, Chicago J. A. Townsend, Pacific Coast Manager - - Hobart Bldg., San Francisco Copyright 1925 by the Butterick Publishing Company



# Moving fast ~

#### with powerful advertising behind it!

DEALERS everywhere — more than 5,000 of them — now carry Barreled Sunlight. Counter sales are steadily increasing. Powerful, continuous advertising is acquainting millions of people with this white interior finish that covers better than enamel, costs less, and is easy to apply.

Quick profits without a big tie-up of capital! Just a few sizes, from  $\frac{1}{2}$  pint to 5 gallons. One color, one grade, one price. Send the coupon for free sample can of Barreled Sunlight and complete dealer proposition.

U. S. GUTTA PERCHA PAINT CO.
45 DUDLEY STREET, PROVIDENCE, R. I.
Distributors in all principal cities

U. S. GUTTA 45 Dudley Str	 					
Please sen	ample car	of Bar	reled Sunli	ght and comple	te dealer	
Name	 					
Address	 			· · · · · · · · · · · · · · · · · · ·		
City	 			State	• • • • • • • • • • • • •	

# Good REGISTERED U. S. PAT. OFF. Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. VI

September . 1925

No. 12

#### OPEN DISPLAY AND THEFTS

In the retail business it's easy to get disturbed by comparatively small things. But one of the chain store magnets doesn't let them bother him. Last year he lost \$47,000 by theft due to open display. In spite of that he refuses to keep his merchandise behind glass plates, and in drawers and bins.

By letting people handle the merchandise in his stores, he makes additional sales that more than make up for the \$47,000 loss. So when you lose an occasional 10c article from your open displays —don't get disturbed.

#### IDEAS READY FOR ADAPTING

Carlisle once said, "That man is nost original who can adapt from the greatest number of sources." When Carlisle wrote this he must have had in mind the retailer and the trade press.

The trade press does exactly this: it simply gives you an opportunity of adapting ideas from a number of sources. The Editors know very well that not every hardware problem discussed in this magazine will apply to your business, but if you read an article carefully it will suggest other ideas or other applications.

We presume Carlisle would put it this way: "The more you can adapt from the trade press, and the more ideas you can fit into your store, the more original you are and the better your chances of success."

#### G SELLING ON INSTALLMENTS

Many hardware dealers are asking this question: "How can we keep the hardware business in the hardware store?"

One way is to adopt the methods of those taking it away from you. In that connection it is well to take into account the sales lost through your competitors giving better terms—installment payments, for example.

High class stores, such as Wanamaker's, of New York and Philadelphia, dignify their installment business by calling it "the budget plan." The purchaser sets aside a regular amount each month for payment on account. As a matter of fact, an account on which a weekly or monthly payment is pledged is often a better risk than an open account.

#### THE ENORMOUS TOLL OF WASTE

Mr. Stuart Chase, of the Bureau of Labor, New York, is writing a book on "Work and Waste." It will be published in the Fall. One of the sections of the book will deal with the "Tragedy of Waste."

We are to be congratulated in

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having an economist of Mr. Chase's ability study the problems of waste in industry and distribution, and bring the facts before the public.

What do you think of his characterizing industrial waste as "tragedy"? Isn't it rather a tragedy to have labor sweating over forges and lathes, to have capital tied up in factory equipment and stock, to burden retailers and the public in the production and distribution of merchandise which is obsolete and useless, and that never reaches the ultimate consumer?

Some of the causes of production wastes are: faulty material and design control; lack of production and cost control, and lack of research; faulty labor supply and ineffective workmanship; unemployment, idle material, and idle plants; restriction of output by management and labor; and preventable sickness and accidents.

The lack of standardization and simplification is another one of the "tragedies of waste." Mr. Chase estimates that the cost of odd lots and diversity costs the shoe industry \$100,000,000 a year. Every other industry has its corresponding waste.

Some of the "tragedies of waste" take place and exist in your store. Walk up and down beside your shelves, visit the cellar and the store room and make a list of the unsalable goods—obsolete, off sizes, finishes and grades. Then think of the capital and man power it has required to put this useless merchandise in your store. The cost of merchandise could be reduced considerably if this money and energy could have been spent on useful and rapidly selling goods.

Every merchant shares with the manufacturer the responsibility of this waste. The manufacturers must make what the dealer demands. The dealer should demand then only the absolutely necessary sizes, styles, and finishes. He should buy only goods he can sell. He should help the manufacturer, in every way, to eliminate the slow movers, the off sizes and patterns, and help him cut down the variety.

#### I owe my salesmanship to "Good Hardware"

J. J. EGGERT, Kirkville, Missouri

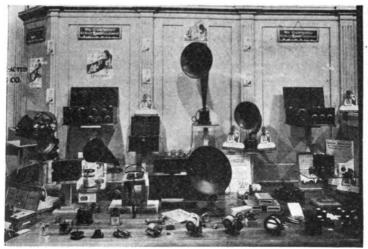
Editor, GOOD HARDWARE:

July 17, 1925.

I was reading in a recent issue of Good Hardware the story of young Allan Hahn. Allan and I are in about the same boat. Ever since I was 10 years old I have worked in my father's store. From the first, I read Good Hardware, beginning with "Hammer and Tongs" and later studying the items dealing with window trimming and salesmanship.

I am now 17 years old and have a good position as book-keeper and clerk in dad's store. I started as a delivery boy. I owe all my salesmanship and the greater part of my window trimming to Good Hardware.

John Eggert, Jr.



How one big New York department store features radio in its windows

# Facts and figures on radio; its possibilities in hardware

What merchants have done and are doing, with a forecast of the future

F you want to hear of real business romance, read these figures:

In 1921 the United States' total radio sales were \$5,000,000. In 1923 the sales had jumped to \$120,000,000. This year they will total \$500,000,000. Radio is a business that has grown from nothing to sales of nearly half a billion dollars in five years.

And the experts say that radio is still in its infancy. There are now in use about 5,000,000 receiving sets. There are 25,000,000 families in the country, of

which about 17,000,000 enjoy motor cars. The wise ones say that before long there will be as many radios as autos. That means, then, that in a few years the new users' sets will increase the number at least three and a half times, to say nothing of the sets that will be replaced. Annual sales will probably total in the neighborhood of \$2,000,000,000,000 a year—an amount that staggers us. The story of radio is a real business romance.

Look at the figures from another angle. This year, taking

the country as a whole, the per capita expenditure will be \$4 for radios and radio supplies. Before long that figure will jump to \$16, maybe even to \$20 per capita. How's that for sales opportunity?

But here is the interesting part: Retail stores the country over are going to sell the bulk of this material. They are going to make millions of dollars in profits. What concerns you is—how much of this are you going to get?

Every time a dealer sells a radio set he makes a customer for further sales. Not only does the purchaser need tubes, batteries, plugs and miscellaneous supplies, but after a few years he needs a new set.

GOOD HARDWARE has recently made a careful investigation of the radio business in hardware stores. In this article we are giving you the results.

#### An investigation

Eighteen months ago several hundred dealers were checked up and it was found that only 19 out of 100 handled radio. Recently the same dealers were communicated with, but now 32 out of 100 handle radio.

The hardware store, the elec-

#### CORRECTING AN ERROR

Through a typographical error in the advertisement of the A-C Electrical Manufacturing Company, on page 2 of the August issue of GOOD HARDWARE, the price of the A-C Dayton Console, Type XL-15, was given as \$125; \$130 west of Denver. The correct price, as it should have been printed, is \$185; \$190 west of Denver.

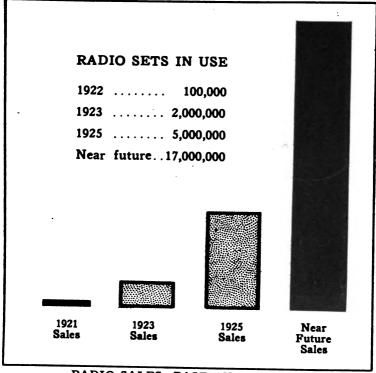
trical store and the garage lead all other stores in selling radio. No type of store has an advantage over the hardware store; in fact, the hardware merchant has decided advantages selling radio over the miscellaneous lot, ranging all the way from houseto-house canvassers to tombstone dealers. More hardware stores are selling radio each year.

#### Making a success

On the whole, hardware dealers are making a success of radio. Some of them report staggering sales—and find the radio department one of the most profitable. The experience has generally been that, where the store is well established and handles radio in a modern businesslike manner, radio turns out to be a profitable and satisfactory line. As is to be expected, here and there a dealer's experience has been unsatisfactory. but that can be said about any other hardware line.

A large number of dealers with whom Good HARDWARE communicated, who do not now sell radio, expect to go into it soon. Ever so many are thinking about it. They ask many questions and offer comments—and we are going to discuss some of them in detail.

If you are thinking of radio, right now is the time to lay in your supply. While radio is fast becoming a year-round seller, yet the peak is still in the Fall and the active selling season is at hand. From now until Christmas there will be literally millions of dollars invested in



#### RADIO SALES-PAST AND FUTURE

At the present time there are 5,000,000 radio sets in use in the United States. There are in use 17,000,000 automobiles. Experts estimate that, in the near future, there will be as many radio sets as automobiles. Why not, when you consider the small cost of radio and the trifling up-keep, compared with the pleasure derived.

The dotted columns in the diagram above indicate radio sales —\$5,000,000 in 1921, \$120,000,000 in 1923 and \$500,000,000 in 1925. It is estimated that annual sales may total \$2,000,000,000 in the near future, as represented by the black column on the right. How's that for sales opportunity?

radio, and now is the time to get in on the ground floor.

Other dealers ask whether the industry is stabilized. will always be changes in radio just as there are in autos or But in that connection, here is what the Copper and Brass Research Association has to say on the point:

"The last year has seen

the beginning of something like stabilization in the industry. The trend of sales is now away from the homemade sets and toward the set purchased as a complete unit.'

Many radio experts say the dealer who has been waiting for stabilization had better not wait any longer.

(CONTINUED ON PAGE 71)



If customers who drop into this store for hardware also need groceries, they have only to cross to the other side

# Two stores in one; hardware, groceries

Hardware and groceries together! Why not?

In California there are many such combinations. A good example is the Hayes & Murray store at Bakersfield. The idea of a hardware-grocery combination, E. L.. Hayes, president and founder of the company, conceived 14 years ago. To-day the company owns the two-story building in which it is located, on a down-town street, and does \$250,000 gross annually.

Groceries and hardware occupy opposite sides of the main floor—a large, lofty, well-lighted room. In the center is the

aluminum ware and bakery department. It is easy for casual customers on one side of the house to be attracted to the other.

# Buyers give names of new prospects

Geo. E. Bliss, Incorporated, of Malden, Massachusetts, has found that by supplying appliance customers with post-cards he gets them to cooperate in the selling of appliances to other people. Of course a good many of the patrons never use them, but enough do to make the plan well worth while.

The post-cards are unstamped, but the address of the firm is



Here, opposite the hardware section, groceries are sold. Each line attracts buyers who shop in both departments

printed on the address side. On the reverse side is a space for the date and the following directions: "Mark X in front of the electrical appliance in which your friend is interested." Then follows the list:

Washing machine.
Vacuum cleaner.
Dish washer.
Electric fireless cooker.
Electric mangle.
Electric lamps.

Below is a space for the prospect's name, address and telephone number, as well as remarks and lines for the signature, address and telephone number of the customer.

The firm allows a commission on each appliance sold as a result of cards sent in and those who have bought on the

installment plan, especially, take a special interest in sending in names of prospective customers.

A woman who is paying for a washing machine on the installment plan is quite likely to send in the names of good prospects just before her monthly installment falls due, if through her efforts the information she sends results in the sale of a machine to one of her friends and a \$5 commission for her.

Busy hardware men like short, snappy selling ideas. That's why you find them in this magazine.



# Eleven selling stunts for getting the hunter's Fall business

Establish your store as headquarters for guns, ammunition and equipment

HERE you are, hardware merchants! Here's another collection of tried and tested selling ideas such as you have learned to expect from Goop

HARDWARE. This time they are ideas on the selling of guns and ammunition. The active season for the sportsmen's business is at hand.

#### 1. Window trim suggestions

Illustrating this article are two window trims that have proved sales attracting for hardware stores. First of all, be sure to show these to your window trimmer. "Goods well displayed are half sold."

#### 2. Direct advertising ideas

There is a wealth of value to you in the folders furnished by the manufacturer of your line of guns and ammunition. They have been planned by experts to tell a selling story to your customers. Get busy now distributing these pamphlets. Make this advertising work for you.

Write a letter to your most

likely prospects for a new gun and enclose one of these folders. Just tell them you know they will be interested in the new models and that they can be seen at your store.

Also have a boy distribute the folders among the farmers' autos when they drive into town. Put some of the leaflets on the counter where interested sportsmen can pick them up.

#### 3. Newspaper advertising

These folders will also furnish you with lots of copy for your newspaper advertising. But don't forget that local testimonial advertising is the strongest kind you can run. Such phrases as these will sell for you:

"Bill Jones, high gun man of the local trap-shooting club, always shoots Blank's shotshells in his —— shotgun. We sell them."

"Sam Smith is mighty proud of his gun. Has he told you about the 90-yard shot he made that keeled over a fox last Tuesday? Sam gives his gun full credit. You can get one like it at our store."

"It's time to retire grandfather's gun. Quit lugging that old 10-pound cannon around and become the proud owner of one of our new light-weight sporting rifles. Accurate, dependable and safe."

"Will Mr. Fox get your chickens this winter or will you bag Mr. Fox with a —— which we can sell you? His pelt is worth money."

"Get rid of the woodchucks with a —— shotgun. We can sell you one at less than the cost of damage the woodchucks do."



A window display is one of the most valuable ways of attracting trade. The trims on this and the opposite page are good setups to follow. Get as much woodsy atmosphere as possible into the windows

#### 4. Offer Service

Foremost under service comes a study of your stock. Make sure that you can outfit any man or boy, complete, or with the special item he may want.

Then make it easy for him to go hunting. Supply hunting licenses if you can. Be prepared to give all kinds of information to customers.

By all means supply copies of the game laws. These you can secure from your town clerk or game warden. Topographical maps prepared by the Geological Survey are obtainable from the Department of the Interior, Washington, D. C. They cover about 10-by-13-mile sections and you can order maps of the sections you want by number from the Government's list. These are of great interest, as they show every elevation, hill or mountain, stream and landmark.

You will find that many of your customers will like to know things this map tells them about the local hunting grounds.

One Maine dealer has a cabin high on the mountain equipped with a cookstove, axe, cooking utensils and bunks. Different sportsmen make "bookings" for the use of this cabin, buy their ammunition and other wants from the dealer and spend a night or two there all through the season.

The sportsmen are only required to leave the cabin clean and with a supply of firewood, as they found it.

#### 5. Tell the sportsmen



Put a banner right across your window and in your store give

sportsmen and the occasional hunter these messages.

"Open season on (game) begins (date)."

"Now is the open season on (fur-bearing game) and fur will be prime about (date)."

Also display the price lists of fur buyers. Furs are high. The prices paid for the skins of animals will induce sales of hunting equipment.

#### 6. Supplying hat bands

A Dakota dealer buys a supply of 3" bright red ribbon for hat bands and in the big game season advertises: "Come in and get a hat band. We want you to shoot our ammunition, but we don't want you to get shot. Yours for the asking."

#### 7. Interesting publicity stunt

A Western dealer furnishes red tags to hunters which carry on one side a plea for clean sportsmanship.

These tags are taken out by hunters and tied on the trees. The reverse side may be used by the hunter on which to write a message.

If the hunter is to meet a friend in the woods, and game lures him away from the spot, he leaves a red tag, making new plans for the meeting.

The farmers, too, appreciate the message which the card carries in the interest of their fences and woods.

Hunters often write friendly notes on these cards, such as



warnings of a savage gentleman cow in the next pasture, or directions for finding a nearby spring of water.

Many hunters stop at this store to say, "Bill, I saw one of your cards way up on Bear Hill to-day!"

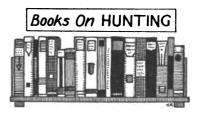
#### 8. Rent a gun

You know how a sportsman dislikes to loan his gun. But sometimes "Cousin Ben" comes unexpectedly and a hunting trip is spoiled unless he can be equipped to come alone.

Then, as another prospect, there's the young fellow that hasn't quite earned the price of a gun yet who wants to hunt. At a small day rental, plus the ammunition you sell them, these men will leave quite a bit of money with you during the hunting season. And for this purpose, a good gun taken in trade will do very nicely. This is worth a trial.

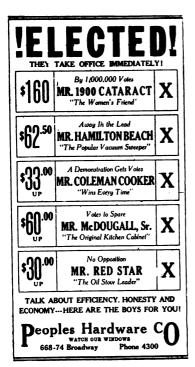
#### 9. Teaching the youngsters

Have your librarian make up a list of books on hunting, trapping, habits of birds and game, and camping and woods life. Supply this list to those inquisitive boys, the new class that enters the sportsman ranks each year.



(CONTINUED ON PAGE 74)





Timely advertising to run after the Fall elections are held

## Tie up ad copy with current events

"No time for business," commented a Gary, Indiana, citizen, "Everybody's thinking about the election. The papers are full of it."

But the People's Hardware Co. of that city was able to turn election interest into good hardware business by their striking election advertisement, "Elected!" last year.

Merchants elsewhere can run similar advertisements after the Fall elections are held.

# Plan your Winter sport goods market

Would you like to sell more ice skates, toboggans, skis and snowshoes this coming season? If so, now is the time to drop a word or two in the right place and arrange for a clubhouse, ice skating pond and toboggan slide, as well as get snowshoe, ski and other club groups organized. You can't rush out and do this properly after snow falls and ice freezes.

The right location, accessible to the most people, and the right people promoting the idea make a lot of difference. Sell the idea now to a good promoter and then guide his efforts.

This is not a theory. It's a straight tip based on success in such work in such towns as Greenfield, Massachusetts, and in Brattleboro, Vermont, where the Eastern ski champions met last year.

Randolph, Vermont, made a "skate market" for the hard-ware dealer last year, for "Jack" Vail succeeded in having a vacant lot flooded and a clubhouse built one block from the center of the town and his store. Children who never would have been allowed to go skating on the old mill pond were allowed by their parents to enjoy skating on the safe municipal rink.

There's art in saying much in a few words.

GOOD HARDWARE does it.



William E. Nelson, behind the counter, selling builders' hardware. Mr. Nelson tells how this line is pushed

# A store 95 years young and still going "Strong"

Factors in the success of The Strong Hardware Company, of New Brunswick, New Jersey, now nearly a century old

N five more years The Strong Hardware Company of New Brunswick, New Jersey, will celebrate its 100th anniversary.

With a history of 95 years behind it, this store is still doing business at the old stand in Burnet Street. At the head of all the firm's advertising appear the words: "A hardware store since 1830."

To serve a single community for nearly a century—to endure

for so long a time—it is certain that any business must have developed certain qualities and principles which make for lasting success.

And perhaps, through the years, the one policy most responsible for the Strong company's record in New Brunswick may be summed up in the slogan: "Satisfaction is a silent salesman. He works in this store."

This idea, lived up to, has

helped the Strong company go far. A satisfied customer is the best advertisement any business can have, and this New Jersey store sees to it that those who buy stay sold.

Permanence of location, also, has undoubtedly been a factor in upbuilding this company. Since

cated on the banks of the Raritan River, the company has its own docks with direct water communication with New York.

The Strong company believes in departmentalization. Aside from automobile and electrical supplies, which are not handled, it carries everything that could



Permanence of location counts. Although the original building is standing, additions have been made until today the store is one of the largest in the State

it was first organized, the Strong store has occupied the same location. It is a landmark known to all residents of the town.

The original building in which the firm opened business is still in use, but a number of additions have been made from time to time until the store is now one of the largest in the East. Lopossibly come under the head of hardware.

The store is divided into two main parts with a man in charge of each. These two major sections have been subdivided into paint and glass, tool, cutlery, housefurnishings, builders' hardware and other departments.

Each of these minor sub-



Window displays are important selling factors with the Strong company. The store's decoratir has won seven prizes for his displays

divisions is looked after by a clerk who knows his or her "stuff." The company insists that each person behind the counter be thoroughly familiar with the goods handled in his or her particular department. Every store salesman has a part of the stock for which he is re-

sponsible, and he is expected, not only to sell, but to see that the stock is always in order and that the shelves are kept full.

For instance, a young woman is in charge of the housewares section. She knows the game thoroughly, and her stock of housewares is complete in every



Every clerk must know the line he or she sells. The housewares department is handled by a young woman who knows the stock thoroughly

detail, from mouse-traps to refrigerators.

One of the most popular attractions in this section is the 5c, 10c, and 25c table, on which goods are displayed where they can be seen and handled. This counter makes hundreds of sales weekly.

The man in charge of the

steel in all shapes and sizes, nails, poultry wire, screen wire, wire fence, milk bottles, fruit jars and similar goods.

The remainder of the store is under William E. Nelson, who is the advertising writer, window dresser and the builders' hardware man.

Under Mr. Nelson's manage-



One of the policies in building The Strong Hardware Company's success is its insistence that the customer be satisfied. Here is a view of the cutlery department. Note the sign

heavy hardware department has been with the Strong company 30 years and is an expert in his line.

This department, which does a wholesale as well as a retail business, keeps two outside men busy. It carries in carload lots such things as wagon rims and spokes, horseshoes, bar iron and

ment, the Strong company has considerably increased its builders' hardware business, a line which never before had been pushed. Mr. Nelson outlines his methods in selling builders' hardware as follows:

1. Keep in touch with builders and architects. Try to know (CONTINUED ON PAGE 92)



By William Ludlum



Of all the hardware-magazines
Which travel to my shack,
The one which pleases me the most,
Which prints the biggest stack
Of information, up-to-date,
All handled without "mits,"

Is Good Hardware; in every

Good Hardware always fits.



No matter what I wish to know,
Whatever points I need
To push the sale of sleeping stock
And wake it up to—speed!
Whatever selling sense I lack
To sharpen lagging wits,
Good Hardware always turns the
trick—
Good Hardware always fits.



—3— At every season of the year;

In weather wet or dry
This "pocket" compass points the
way

To sell, to save, to buy,
To win success, month in, month
out

The service never quits;
At every angle of the game—
Good Hardware always—fits.

In every corner of the land;
In every hardware shop
This little magazine of trade
Is always found—on top!
While others line the "willow
morgue"

In torn and crumpled bits Good Hardware's always kept at hand—

Good Hardware always—fits.

—5— Of all the hardware magazines

Which travel to my shack,
There's one, just one, and that
sent free!

With the true business knack Of making plain the ways of trade—

There! on my desk it sits!
Another's in my pocket tucked—
Good Hardware always—fits!

### Keeps phone mouthpieces sanitary

The installation of sanitary mouthpieces on public phones in the booths in your store, or even on your own store phones, speaks for thoughtfulnesss.

A large Boston department store places a little card near the phone stating that the mouthpieces are sterilized every day and kept sanitary.

# Tool window with a story

If you can borrow ancient tools, a century or more old, you can make an interesting tool window trim.

A Pennsylvania store recently had access to a collection of old tools of this type, including a brace that was insured for \$1,000.

Putting the old tools in the window, this store grouped the modern implements around them, just as though they were actual descendants. Neatly lettered cards supplied just the right kind and quantity of historical information.

# Once a doorway, now a window

Here's an unusual display window.

A hardware merchant in the West utilized a spare doorway by removing the doors and fitting glass into the frame from top to bottom. Behind this, large articles, such as electric stoves, kitchen cabinets, or refrigerators, showed off to splendid advantage.



An old doorway was remodelled into this display window

# Installment selling! Should you go into it or stay out?

The hardware merchant's opportunity to share in the four billion dollars spent annually on time-payment purchases

#### By Carl W. Dipman

It doesn't make any difference whether you like installment selling or not. The fact remains that there is a lot of hardware and other goods sold that way, and the business is increasing.

This article deals with some of the real facts of the situation. It tells you, in plain language, where the hardware store fits into the situation and will help you decide whether or not you are on the right track.

T isn't going to take you long to find out what this article is about. It's about the installment selling of hardware.

It isn't going to take you long to find out where the writer stands. He thinks many hardware dealers should jump into installment selling with both feet, and that others should stay out. Now read on and get the reasons why.

Last year the American people spent about \$160 per family for goods bought on the installment plan. That amounts to a total of about four billion dollars. That staggering figure represents a big increase over the previous year. Each year more goods are bought on the installment or deferred payment plan.

Some years ago a store that sold on the installment plan was looked upon with disfavor. Today the best stores in the country sell on time-payments. Not long ago the average man or woman was ashamed to buy on installments. To-day even people with good incomes buy many things from diamonds to washing machines, from silverware to paint, in this way.

But let us get to the point. What concerns you, the hard-ware dealer, most is who is getting this business—who is making the profit.

#### Gets only small part

To make a long story short, the hardware store is getting only a very small part of it. Even in the case of hardware items, the furniture store gets a good slice. The department store gets a big percentage and so do the specialty shops—the music stores, the power stations and other competitors.

The hardware dealer gets only a very small part of this ever-increasing business and, to make matters still worse, these installment stores are all taking business away from the hardware stores.

#### Statement of facts

Now, don't misunderstand me. This article is not an argument for time-payment selling. It is simply a plain statement of facts—facts the importance of which is not realized by many hardware people.

Just why are so many hardware dealers losing out on this big market? Simply because many will not sell on the installment plan. A large number of hardware dealers apparently do not realize the immense size of this market. Of course, this does not apply to all hardware dealers, because there are a few hundred in the country who are making big money in their installment departments. But, on the whole, hardware dealers have been conservative. have minimized the time-payment idea. They fail to see that much of the legitimate hardware business is getting in-

In reading GOOD
HARDWARE,
there's no groping in
the dark. The articles are right to
the point.

to the specialty shop, the department store and the power stations by the installment selling route.

Business once lost is hard to get back. Sooner or later, trade adjusts itself along established channels. For example, a few years ago a large electrical company decided to put on a homeequipment drive. After sizing up the situation, it found that if business was to be increased, more of its output would have to be sold on the installment It soon discovered, too, that it could not make much progress through the average hardware stores, because they pooh-poohed the installment idea.

This company, therefore, decided to distribute its merchandise through the electrical specialty shops and the department stores. To-day it has a big established business in those fields—and the hardware stores have hardly any of it, when once they could have had it all.

#### Had first chance

Many companies have done likewise, with the result that stores other than those selling hardware have a big percentage of the home-equipment business. Yet the hardware dealer had the first chance at it.

Of course, we realize that installment buying has been criticized. That has always been true of any new and sudden development. Without question, many things can be said against installment buying. Most of the criticisms, however, are laid against "luxury and pleasure" purchases on the time-payment

plan. It does not follow that all installment buying is to be condemned. Most economists agree that buying products of utility on installments is absolutely sound, and good business.

On the other hand, no one

has yet proven that installment selling has contributed to the temporary depressions that existed in some parts of the country this year. The economic witch doctors have had

(CONTINUED ON PAGE 97)



The Thinker: Easy-payment competition everywhere! I wonder—whether I'd better do as they do, sell on installments. I wonder—whether I'm right, minimizing the installment business! I wonder—I wonder—

# VICES of 1925





### Bigger sales in builders' hardware

Pictures are always interesting and this fact was cashed in on by a Western hardware store, which desired to push builders' hardware.

This store does business with leading contractors in its territory and the firm obtained the photographs of these contractors and ran a series of advertisements and window displays in which the pictures of the individual contractors were shown, one at a time. Interesting information was given about the work the contractors were doing and about the places where the work was being done.

The advertisements also carried short biographies of the contractors and emphasized the fact that they were regular patrons of the hardware store and were always tremendously pleased with all of the goods purchased at the store for

use on the construction jobs.

This series of advertisements and window displays pleased the contractors because it was splendid advertising for them, and the publicity also proved interesting to the public because it was timely, local and interesting.

An Illinois hardware dealer used a novel idea. He arranged a series of evening lectures at his store for home owners and prospective builders.

#### Lectures by authorities

The lectures were delivered by leaders in various lines, including contractors, carpenters, masons, attorneys and bankers.

Each speaker had a message that meant real money for the owner or builder, through suggesting ways to avoid losses as well as offering suggestions whereby the valuation of a property might be increased. The local newspapers were interested to the extent of giving plenty of publicity to the lectures, and the store was crowded every even-



A good-looking artistic window display run by the Honolulu Hardware Co., Honolulu, T. H., of door locks, knobs, handles, knockers, hinges, padlocks and door numerals



Harris & Ewing

Barber & Ross, of Washington, D. C., display builders' hardware compactly and attractively

ing during the series. Those who delivered the lectures were glad to donate their services, either because of a wish to be of service to the community, or because of the personal publicity they received, while the store became known as headquarters for builders' hardware.

# Money washed in window

An opportunity to see \$5, \$10, and \$20 bills being washed and ironed, was offered recently in a window of the McCullough-Whitfield store, Wilkinsburg, Pennsylvania.

Electric washers and ironing machines were being demon-

strated. A local bank sent a sum in greasy old paper bills to be laundered. The washing and ironing machines did the rest. In a few minutes the grease had disappeared, and, in place of the soiled bills, there was a roll of crisp, clean paper. A capacity crowd looked on. The sidewalk and main aisle of the store were jammed, so great was the interest in the laundering of paper money.

Interest in the money itself was transferred to washing machines that could scrub hard enough to wash off the grease, without damaging the bills. The ironing machines dried and pressed the bills to the complete satisfaction of the most exacting critics.

# Christmas only four months away so start your planning now!

September finds chain and department stores getting ready. Why not hardware dealers?

RVEN now, although Christmas is more than 16 weeks away, department and chain stores are getting ready. Stock is being checked over for holiday needs. New goods are being ordered. Window and interior displays are scheduled. The advertising is being planned.

The hardware merchant can afford to take a line from the book of these big merchandisers. There are advance preparations for Christmas selling that he can make now. If he makes them now, the rush season will see him well equipped to handle customers. He will have fewer lost sales.



Go through the advertising pages of your trade magazine and decide on the goods you want to carry 36

One thing the dealer should do at this time is to look over his stock of staples. Christmas brings a steady demand for such things as skates, sleds, tools and like goods. Where stock is depleted, orders should be placed now. Postponement may mean delay along the line. Go over your stock thoroughly. Get your goods in and you'll have no lastminute worries.

#### Plan your displays

Another wise move is to plan your displays. If department and chain stores find this good business, you will find it so as well. It is hard to originate carefully planned displays on the spur of the moment. An effective window or interior trim takes time. You can plan your displays now better than you can plan them in the middle of the rush that comes later. You begin collecting display material from the manufacturer and jobber. Then when you need it, you will have it.

Third, make a drive for specialty sales. Whether the specialties you take on are fountain-pens or toboggans, flashlights or leather bill-folds, they will add to your volume. They



Place your orders for goods now, avoiding the possibility of the manufacturer or jobber being temporarily out of the stock later

Don't let the other fellow get away with the profitable specialty business. You can sell

will bring people into your store.

electrical goods as well as the electrical store. You can sell automobile accessories as well as the garage down the street.

One good thing to do is to go through the advertising pages of your trade magazine and pick out the lines that you want to handle.

There are any number of specialties that you can sell during the Christmas season—goods that may not be regular items in your stock. By thumbing through your trade magazines you will find some that will sell in your community.

#### Waiting may mean a delay

Then place your order. Do it now. If you wait, you will be swamped by the pre-Christmas rush and you may find that your jobbers and the manufacturers are out of stock for the time being.

By picking the goods you want and ordering them now, at your leisure, you can build up your lines in ample time for Christmas selling. And you will avoid the costly experience of losing sales by being "out" of a particular item that a customer wants.

#### Home of useful gifts

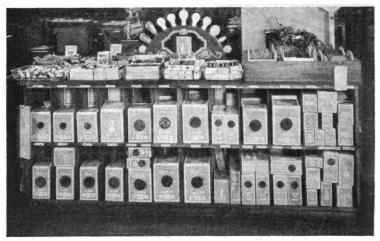
Useful gifts are coming more and more to the fore in Christmas giving. The hardware store is in a position to offer a wide variety of such merchandise.

By deciding now on what you want and by seeing that you have sufficient stock on hand to satisfy the demand, you will be in a position to reap your share of the cash harvest spent on gifts.

The best way to make sure that the goods are in your store in ample season to permit their display before Christmas is by placing your order far enough in advance.



Plan the displays you are going to use and start collecting display material from the manufacturer and jobber. Then when you need it you will have it



This counter increased sales in electric fittings and small wares 400%

# Counter increased sales 400%

Here is a counter 7' long, with 22 sections fitted in to hold electric lamps that are retained in cartons as received. A card at the top of each section tells the style and size of lamps the section contains.

A circular stand on the counter is wired with sockets to hold the lamps for demonstration.

#### Sockets for testing

Extra "live" sockets are provided for demonstrating or testing other articles. There are wire baskets for showing sockets, plugs, fuses and other electrical small wares, and there are spools to hold different kinds of lamp cord.

This counter display, used by the Carlisle Hardware Company, Springfield, Massachusetts, has increased the business for the items mentioned more than 400%.

# Displays work bench up front

Work benches at best are slow moving articles. For this reason, perhaps, the tendency seems to be to stick them away in some obscure corner of the An Eastern hardware dealer, however, has reversed his former display ideas about the humble work bench and has now put one on display right up front-just inside the main entrance. Fastened to its substantial top are samples of the vises Thus he displays he carries. two heavy companion articles very nicely in a small floor space-and displays them well.

# Getting the trade of scholars when school opens

Items the hardware merchant can sell if properly displayed and advertised

WITH the opening of school in September, the young-sters' thoughts turn to bicycles, scooters and roller skates with which to lessen the long blocks to the school house.

The hardware merchant who carries wheeled toys needs only to feature these and advertise them at the logical time. clever display can be arranged with a cardboard school-house building in one corner of the window and many pathways leading up to its entrance. On one pathway, head a scooter towards the school and on another head a bicycle in that direction, until there is a regular procession of wheeled goods on the "highway." Putting dolls and stuffed animals on the toys as "riders" attracts the attention of children.

Use numerous little posters such as:

Scoot 'em off to school on a scooter like this!

Every boy wants a bike to ride to school,

Start the little kindergartner and first-grader off to school like this!

All the boys and girls are skating to school. Has your child the joy of owning a pair?

Slates and blackboards, school books tied together with a strap, a globe of the world, or a funny dunce cap make suitable backgrounds for school displays. Decorating your window with high-school colors will win the interest and friendship of high-school students.

#### Pocket-knife a good seller

"Buy your boy a pocket-knife for school" was the heading of a good newspaper advertisement for September. The copy read:

Dad, I need a knife! Now school is opening, a feller just can't get along with(CONTINUED ON PAGE 102)

School opens in September, creating a brisk demand for a variety of goods. The hardware merchant can cater to the youngster with wheeled toys and school supplies, and to older pupils with athletic and sporting goods. The article on this page suggests plans for getting the school trade. Why not put in a window trim of school goods!

## "Know your goods and you can sell," says Senator Sam Sharp

A man who has a knowledge of his stock creates confidence in the minds of customers

OW, fellows," said Dan Perkins, "I want you all to turn out to-night. Remember, the Senator will be there."

It was just before closing time in The Sharp Hardware Company store. In a moments the doors would be shut and the employees gone. But they would be back again

"I do not believe the fellow with the 'gift of gab'-and nothing elseis a salesman.

"Unless you know your goods, you are either a dumb-bell or an exaggerator-and, in both cases, you fail miserably as a salesman.

"Acquire a knowledge of the goods you sell and you will create confidence."
—Senator Sharp.

after supper-for it was Tuesday night.

Two Tuesday nights each month were gala occasions for Senator Sharp's men. These were the nights when the boys held their semi-monthly store meetings in the builders' hardware room.

Perkins, the general manager, was just a bit proud of these semi-monthly meetings, which he had started during the Winter months. Right from the beginning, Dan had had it distinctly understood that the sessions belonged to the boys; they were social gatherings at which informal discussions of problems in the business took place.

#### Boss idea eliminated

Dan was persistent in refusing direct the meetings; "boss" idea was eliminated, and the chair was taken over alternately by one of the boys.

When Senator Sharp came home from the capital he was delighted, but he made it a point to keep away and let his men have their evenings to themselves. That is, he did this until finally Perkins got after him.

"The fellows want you to be their guest to-night," said the This article is for Clerks and salesmen Bosses KEEP OUT

store manager. "Come along and see what we're doing to push things."

Senator Sam agreed. He was really eager to attend and had stayed away only because he feared his presence might put a damper on the proceedings.

Perkins spread word that Senator Sharp was coming and the builders' hardware room, scene of many a wordy argument on store problems, was filled with clean-cut, eager young fellows when the owner arrived.

Then what a meeting! Young Rollie White, of the paint department, was in the chair and he kept things humming. Everyone was on tip-toe. The pro-

gram proved a knockout.

Senator Sam had told himself that he would take no active part, but the men demanded to hear from him. Applause, genuinely enthusiastic, from his little "family" of store workers greeted him when he arose.

"I have begun to wonder, boys," began the Senator, "if the knowledge of merchandise is not a master-key to success in our business. Of course, there are many other factors which are important, but I believe that knowing your goods thoroughly is essential.

"Above all, it leads to better salesmanship. I have my own ideas about selling goods. I do not believe that the fellow with the 'gift of gab'—and nothing else—is a salesman; neither do I believe that the mere handing out of things which a customer asks for is salesmanship.

"We are not in the class of the 5- and 10-cent stores; our (CONTINUED ON PAGE 58)



"I don't want dummies or slot-machine employees behind my counters. I want men who can sell"

# How is this for a rope window?

Raw Manila hemp made a novel setting for an educational rope display that attracted many people to the windows of the Palace Hardware Company, San Francisco.

Long strands of pale golden hemp draped the background, covered the floor and were looped back from the windows on three sides, revealing a display of cordage ranging in variety from light paper twine to the huge 16-inch marine tow line. Various types of rope blocks and pulleys suggested practical uses for the merchan-

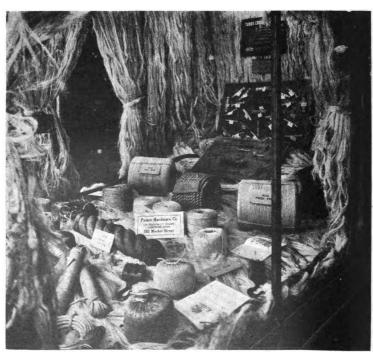
dise and lent interest to the display.

Mounted samples in the background described more than 20 kinds of hemp products and showed 15 types of nautical knots.

The light hemp draperies at once singled out the cordage window from every other one in the block and drew hundreds of pedestrians. Raw hemp for the window was borrowed from a cordage manufacturer.

### Picnic plates

Inexpensive pie tins, advertised as picnic plates, sell well, an enterprising Eastern hardware merchant has found.



Twenty kinds of hemp products are shown here and 15 types of nautical knots are illustrated

# Two window trims that made sales during Fire Prevention Week

A good chance to attract attention with timely displays in October

#### By Frederic Young

PIRE prevention week usually comes in October. Hardware stores, at this time, can sell hand extinguishers, waste cans. rubbish burners and similar goods.

R. W. Secord, of Reynolds & Stebbens, Walton, N. Y., put in a display window during Fire Prevention Week which attracted much attention. He borrowed old pictures of former members of the town fire department and ancient apparatus and also secured the loan of uniforms which had been worn in former years. These he put in the window, together with pictures of each chief who had held office.

#### Graphic window display

An Iowa merchant installed a trim which interested every one in his community.

At one end of the window was a flaring red picture of a house in flames. At the other was a thrilling portrayal of a fire en-

There's no room for long, dry articles in GOOD HARDWARE —only live, short ones.

gine rushing to the scene. Between these two were several placards with red lettering that mentioned fire "Don'ts, such as:

Don't mistake the gasoline can for the kerosene one. Don't hang clothes away with matches in the pockets. Don't light the stove while wearing quick-flaming cloth.

Fire extinguishers, red pails, fire hooks and axes, red ladders and other fire-fighting accessories were in the foreground of the display. In the background were displayed many articles for fire prevention. There was a latest model gas range, metal baskets, waste-paper storage cans and burners, metal "No Smoking" signs and cans of red paint. Each article had a placard over it with rhymes printed in red.

The red paint display had this on its placard:

There'd be many alive Who now are dead If the gasoline can Had been painted red.

Asbestos pads were advertised with:

Just an asbestos pad On which the iron may get hot; But I'm here to add That it bothers me not.

(CONTINUED ON PAGE 142)

## **IDEA EXCHANGE**

#### "How the other fellow does it"

This department is devoted to the exchange of selling and display stunts from one dealer to another. The publication of a stunt here does not necessarily indicate that GOOD HARDWARE sponsors the idea.

### 1. How to move the shelf-warmers

One hardware dealer has adopted a little stunt that helps keep the dead stock off his shelves. Periodically he goes through his stock and attaches a red tag to the slow moving items.

No one but he and the sales-

men knows what this tag means.

While waiting on the trade, then, the red tag is their cue for giving special attention to the slow movers. He even goes so far as to give a bonus to the salesman whenever he makes a red tag sale.

### 2. Wrapping counter used for display

We want to tell about what we find is a corking good wrapping counter—a sketch of it accompanies this article.

Instead of an ordinary counter, boarded in front, the front is open, with shelves for the display of goods. In back of the shelving is storage space to hold stock of the kind displayed, already packaged and ready to hand over to the customer without any delay.

This type of a counter is an excellent sales-stimulator.—West & Langdon.



Open-front counter affords attractive display



### 3. Puzzle window trim makes \$2,000 sales

"Fewer cross words in your kitchen," says the sign in the window above. This display, installed in the H. Herpolsheimer Company store, Lincoln, Nebraska, sold nearly \$2,000 worth of kitchen ware and utensils during one week.

The cross-word puzzle squares

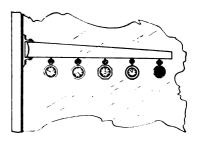
made an effective background; the larger pieces of aluminum and enamel ware were grouped on the floor of the window and the smaller utensils were arranged on a spick-and-span white table, or fastened against the black squares of the background, producing a novel effect.

### 4. Watch sales from this display

My window display of watches is close to the glass and up level with the eyes of the passersby.

The short tapering arm shown in the drawing opposite is attached to the window frame work with a small iron cleat made purposely for holding cross braces in place.

In this manner I put to use one of the most valuable locations in the window and in a way that it does not interfere with the arrangement of my regular window trim.



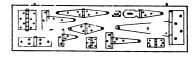
This display eventually becomes familiar in every mind; people remember that I sell watches and they come here to buy.—F. HARAZIM.

### 5. Big display of small things here

We have several 8" x 30" boards, one of which is shown here, that hang from the front of the counters to display files, butts, screws, etc., and one even shows nails.

These have been found very useful to customers when making selections, for we simply pull out boards showing hinges and nails.

You know, a lot of people



don't realize the number of things a hardware store carries that are hidden away in drawers, bins and cubby holes, and displays of the kind shown above are always of interest to them.—F. SIEBERT.

### 6. Keep your waiting customers interested

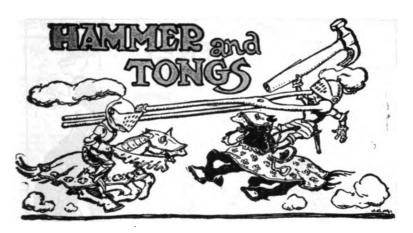
Ever have a customer leave the store and go elsewhere when you or your salesmen were busy serving someone else?

The Standard Hardware Company of Detroit, Michigan, avoids this unpleasant experience by giving its customers something to do while waiting. A bulletin board is placed in a

prominent place in the store and on this are posted the Hammer and Tongs joke pages which appear each month in Good Hard-WARE.

Reading these jokes keeps customers engaged when salesmen are busy and it puts them in a pleasant frame of mind for buying. People enjoy humor.





ALL IN THE DAY'S WORK

Jobber: Well, how many orders did you get yesterday? Salesman: I got two orders in

one place.
Jobber: What were they?
Salesman: One was to get out

and the other was to stay out.

#### **MARVELOUS**

Clerk: Wireless is certainly a

wonderful thing.

Customer: I should say it is. Why, my wife will sit and let it do all the talking.

#### IN COLLUSION

Harold: Who invented barbed wire fence, mother?

His Mother: Oh, some manufacturer of boys' clothing, I suppose.

Being a thoroughbred does not depend upon your ancestors, but upon you.

#### SALESMANSHIP PLUS

Boss: Doesn't that customer know what he wants?

Clerk: Yes, sir; but I'm trying to sell him something else.

#### MISSING SILVER

The restaurant manager came into the hardware store, a sad expression on his face. "I want three dozen more pieces of silverware," he ordered. "Some of the people I feed seem to regard our spoons and forks as a sort of medicine—to be taken after meals."

After putting up a bluff a man is sure to stumble over it.

#### MATRIMONIAL PROSPECT

Hardware Dealer: Jones is a most grasping man. He wants

everything he sees.
Wife: Won't you introduce him to our eldest daughter?

#### WHY SHE DID IT

"Did you see that girl smile at me?" asked the head sales-

man of the storeboy.

"Oh, that's nothing," the store-boy answered. "The first time I saw you I laughed out loud myself."

#### TRADE TALK

Doctor: How do you feel this

morning?

Hardware Dealer: My head's like a lump of lead, my chest feels as though it's held in a vise, my inside is as though torn by pincers, I've got pins and needles in my legs, and my neck's as stiff as a poker.

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#### SUPERSTITIOUS

Mistress: Norah, what do you mean by putting a benzine bottle on the stove? There will be an accident!

Norah: Bless me, how funny! It's a good thing all folks ain't as superstitious as you!

#### PUTTING IT PLAINLY

Nervous Youth: Darling, you are the breath of my life!

Girl: Well, why don't you hold your breath?

#### PERFECT BEHAVIOR

"Did you behave in church?"
"Course I did," said Billy. "I
heard the lady back of us say
she never saw a child behave so."

#### A FALSE ALARM

A woman rushed excitedly to the house of a neighbor. She knocked once very nervously, but there was no reply. A second knock produced no results. Presently the window above was thrown open and a woman's face appeared.

The woman below looked up,

and exclaimed, "Mrs. Clancy, your husband's been arrested!"

"Oh, dear me, Mrs. Riley," replied the other. "How you frightened me! I thought it was the installment collector after his money again."

#### CUT PRICE COMPETITION

Wife: The price of the alarm clock was \$1.50, but I got a discount, so it only cost me 98c.

count, so it only cost me 98c.

Husband: Yes, but you know
very well you could have got the
same thing at Brown's for 75c.

Wife: That may be, but then

Wife: That may be, but then Brown's wouldn't have taken anything off.

#### THAT'S TRUE

Hammond: I can read my wife like a book. Hallet: I'll bet you can't shut her up as easily.

#### ONLY TOOK THEM OUT

Patient: Good morning! I called to see if the doctor couldn't give me something for my tonsils.

New Maid: I'm sorry, sir, but the doctor never buys tonsils.

### New Crosley Radio Developments for 1926

The Crosley "Pup"

genuine Armstrong regenerative double circuit receiving



A real selective, long distance, re-ceiving set—a development of the famous Crosley 1 tube set with which Leonard Weeks, of Minot, N. D., heard the MacMillan Polar expedition while the rest of America listened in \$9.75 Price,

Below is the new Crosley Super-Trirdyn Regular. Three tubes do the work of five. No radiation. Remarkable selectivity. Equals any and out-performs most radio sets on the market at any price. Price, without accessories \*50. at any price. sories, \$50.



In this offering of new models for 1926, the world's largest builder of radio sets has created an entirely new standard of radio values.

Here is finer performance and greater beauty. sharper selectivity and easier control-all combined with the dependability and simplicity that has made Crosley a byword throughout the radio world.

Ranging in price from \$9.75 to \$60.00 and representing the very latest and finest in radio, the new Crosley line with its world-wide reputation and powerful advertising support is one that every merchant should investigate. Write for complete information regarding the Crosley authorized sales and service station franchise.



Above is the new Crosley Super-Trirdyn Special, an improvement on the famous Crosley Trirdyn hookup, the radio sensation of 1924. Cabinet, beautifully finished, contains all necessary batteries. Price, without accessories, \$60.

Below are two popular receiving Crosley sets, 2 tube 51 S. D. and the Crosley 3 tube 52 S. D. Notable improvements in selectivity, performance, appearance and value. New Crosley Vernier plate condensers, worm type tickler and double cir-cuit hook-up, Radiation reduced to minimum. Both long range sets.



New Crosley 3 tube 52 \$32.50 S. D. Price, without

Better Less The Musicones

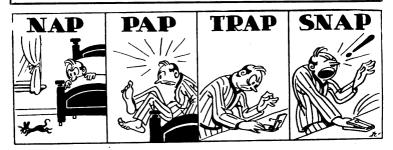
It is expected that no less than 500,000 present day "loud speak-500,000 present day "loud speakers" will be replaced by the Musicone in this, its first year. Requires no adjustments or additional batteries. Pat-ented actuating unit is the secret of its faithful reproduction of all tones, not the mere cone. Covered by basic patents. Reproduces full tone range of human voice and music without distortion. Price \$17.50. Musicone beautiful clock case of mahogany with grilled screen, \$27.50.

Crosley manufactures receiving sets which are licensed under Armstrong U.S. Fatent No. 1,113,149 and priced from \$9.75 to \$60, without accessories.

The Crosley Radio Corporation, Cincinnati Add 10% to prices west of the Rocky Mountains.

#### TERSE VERSE

#### BY RAY HOPPMAN



#### NOT IN HIS LINE

Pat: Hello, Mike, where are

you working?

Mike: I'm not working at all. Pat: If you will come to see me to-morrow, I think by then I will be able to get you a job in the Eagle Laundry. Mike: Thank you, Pat, but I

don't know anything

washing eagles.

#### **POPULAR**

Flapper: Can you recommend

this brand of perfume?
Druggist: Certainly, miss. It is one of our best smellers.

It is safer to guess than it is to predict—and it's equally uncertain.

#### WANTED FOR REPAIRS

For a couple of hours the train had been delayed. Finally the brakeman came through one of the cars, casting furtive glances at the passengers. He at last selected the best-natured-looking man among them and whispered:

"Have you got a piece of We want to fix the string?

engine."

#### EXTRA MEASURE

An engaged young man informed his fiancée that he was sending her a rose for every year of her age. To the florist he gave the order to send the lady two dozen of the finest red roses he could procure.

"He is a good customer," remarked the florist to his clerk, 'so put in an extra half-dozen.

The engagement was broken off.

#### HOT DOG!

"I want a collar for a sand-wich dog."
"What kind of a dog is that?"
"Half-bred."

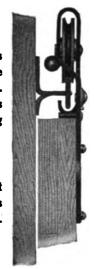
### \$2 for jokes

Turn to the "Vices of 1925" on pages 32 and 33. If you can think of some clever situation, pun or smart saying relating to hardware stores. GOOD HARDWARE will pay you \$2 for each one accepted for "The Vices." We don't want jokes of the type used in "Hammer and Tongs" -study "The Vices" and you will see what we are after. No manuscripts intended for "Vices" will be returned. Address The Vices Editor. c/o GOOD HARDWARE, 912 Broadway, New York, N. Y.

#### BUILDERS' HARDWARE

National sells direct to the dealer only. This means a Big Saving to you.

Pre-eminent in both Sales and Service.





Front view of "Big 4" Hanger

No greater evidence of the "Big 4's" superiority is needed than the long years of satisfactory service they have given thousands of users in every part of the country under the most extreme conditions.

## "Big 4" Flexible Door Hanger

(Patented April 24, 1906) Anti-Friction-Steel Roller Bearings

The Big 4 hanger is built "over size" throughout for extra long, heavy service. Construction is simple with no parts to get out of order. It is BOTH a flexible and rigid hanger.

When in its normal position there is no vibration, but in case of a bump it will rise higher than any other flexible hanger. Axles and rivets are SHERARDIZED to prevent rust; wheel and frame japanned before assembling. Simple to attach. Stock the Big 4. It will be

the biggest, most satisfactory seller you have. Write for the National catalog No. 19.

National

NATIONAL MANUFACTURING COMPANY STERLING, ILLINOIS

To answer an advertisement, tear out page and pin to letterhead



How many questions asked below can you answer?



# **BUSINESS QUIZ**

What's your batting average?

—Not your batting average on the baseball field, but your batting average right in the store; your batting average in answering the questions on this page!

A hardware salesman is expected to be a general fount of knowledge. Customers ask him a thousand and one questions daily. Therefore, the more stray facts that a hardware man can pick up, the more valuable he becomes.

If 10 customers came into the store and asked you the 10 questions given below, how many could you answer?

Try them out on yourself. Answer them to the best of your ability and then turn to page 78 and read the correct answers.

Allow yourself 10 for each question answered correctly and add up your total for your batting average.

- 1. What are the most common oils used in paint?
- 2. What precaution should you take in selecting a line of oil-burning equipment

- to install in stoves and furnaces?
- 3. What distinct advantage has an aluminum waffle iron?
- 4. What should you tell a radio customer about his insurance?
- 5. Besides opening oysters, what other use can oyster knives be sold for?
- 6. If a debtor went through bankruptcy and secured his discharge but later voluntarily promised one of the creditors payment in full, is he liable?
- 7. What is meant by "Acts of God" as applied to personal service?
- 8. What is the average percentage of net profit made on sales by hardware stores?
- 9. Who is the president of the National Retail Hardware Association?
- 10. Where do most of the bristles used in making better grade paint brushes come from?



## Make the last quarter first!

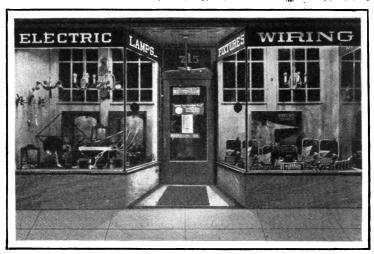
HERE'S another volley of shots from the Eveready Columbia Dry Battery artillery. These newspaper advertisements, seven in number, are accurately aimed, properly timed projectiles that will fall before the eyes of consumers this fall to help you make the last quarter of the year lead the other three in dry battery sales. These advertisements will appear in 455 newspapers during the fall months. Tie in with this campaign and with the equally striking advertisements in national magazines, by dressing an Eveready Columbia window. Be sure to ask for window display material when ordering Eveready Columbia Dry Batteries from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON Co., Inc., New York—San Francisco
Atlanta Chicago Dallas Kansas City Pittaburgh
Canadian National Carbon Co., Limited, Toronto, Ontario



-they last longer



# Hooking up with advertising increased sales materially, says Althoff-Howard

THE Althoff-Howard Electric Company, of Evansville, Indiana, has been handling Eveready Flashlights and Eveready Columbia Dry Cells for quite some time with much success.

"We have enjoyed very good business on these products right along," says Mr. Althoff, "but the minute we began to tie in with your advertising by displaying the lines in our windows and prominently in our store, our sales increased very materially.

playing the lines in our windows and produced. In our since asset very materially.

"The new ribbon-black flashlights with the lock-switch we consider the last word in quality. Once sold, they stay sold, bringing customers back for renewal batteries, which is a very attractive end of the business."

What success have you had in selling Eveready Flashlights? Tell us in your own words. Send along a snapshot if possible.

Manufactured and guaranteed by

NATIONAL CARBON CO., Inc., New York—San Francisco
Atlanta Chicago Dallas Pittsburgh Kansas City
Canadian National Carbon Co., Limited, Toronto, Ontario

#### EVEREADY HOUR EVERY TUESDAY AT 8 P. M. (Eastern Standard Time)

For real radio enjoyment, tune in the "Eveready Group," broadcast through—
WEAF New York
WJAR Providence
WEAF Boutland
WEEL Boston
WGAE Pittsburgh
WWJ Detroit
WGCO { Minneapolis
St. Paul
WWJ Detroit



To answer an advertisement, tear out page and pin to letterhead

## Pick the right lamp



It's easy to select the right lamp for every car that comes into your shop. First get the Eveready-Mazda Automobile Lamp Cabinet, which is a display and stock cabinet in one. Fill it with Eveready-Mazda Automoble Lamps. A convenient chart lists the right type of lamp for each car, enabling you to quickly select the right lamp for any given make of automobile. Motorists appreciate such service, and it means more and profitable sales for you.

NATIONAL CARBON COMPANY, Inc.
New York San Francisco
Atlanta Chicago Dallas Pittsburgh Kansas City
Canadian National Carbon Co., Limited, Toronto, Ontario



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IN PHILADELPHIA, Mr. C. H. Burger has built up an excellent business handling Eveready Radio Batteries. Moreover, the satisfying service Eveready Batteries render his customers creates a good-will that reflects itself in increased business in other items.

Mr. Burger says: "My success has been due to carrying standard-quality radio requirements. I have been selling and recommending Eveready Radio 'B' Batteries ever since I have been in the retail radio business, and am now selling, on an average,

600 to 800 'B' Batteries and 800 dry cells per month. And the business is still growing, which is due to Eveready quality, national advertising and service."

Witness the sensation made by the astounding new Eveready Layerbilt "B" Battery No. 486, the greatest of "B" Batteries.

Ask your jobber.

Manufactured and guaranteed by
NATIONAL CARBON CO., INC.
New York San Francisco
Atlanta Chicago Dallas
Kansas City Pittsburgh

Canadian National Carbon Co., Limited Toronto, Ontario

# **EVEREADY**Radio Batteries

-they last longer

#### EVEREADY HOUR EVERY TUESDAY AT 9 P. M.

Eastern Standard Time

For real radio enjoyment, tell your customers to tune in the "Eveready Group." Broadcast through—

WEAF N.Y. City WJAR Prov. WEEI Boston

WJAR Prov. WEEI Boston WFI Phila, WGR Buffalo WCAE Pitts'h

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WSAI Cinci.
WWJ Detroit
WCCO Minne.
St. Paul
WCC Davenn't



A household hint in each advertisement kept women watching the store ads

# Each ad contained a household hint

Watch the average woman when she looks at a newspaper. First it's "page one" that gets her attention; then the chances are she turns to the "Woman's Page" for its features and recipes.

Realizing this feminine fondness, a Detroit, Michigan, merchant recently ran a series of washing machine advertisements, at the bottom of which, in every instance, was included a "boxed" section headed, "Housekeeping Hint." And they were real hints, too, as the following samples will show:

If about once a month the housekeeper will pour a cup of kerosene down the sink drain at night, and follow with two gallons of boiling water in the morning, she won't be bothered with clogged pipes.

Place a slice of lemon, from which the rind is removed, in your wash, and see how beautifully white your clothes will be. Iron unbleached muslin on the wrong side and it looks like new. This is an especially good idea when there is embroidery on the goods.

Keep a bottle of gasoline handy to use in cleaning the stationary tubs and wash basin. Saturate a cloth and wipe them out, but be careful of open flames.

Just such newsy stuff as women "devour" eagerly! And indirectly it sells goods because women become accustomed to looking for these "hints" when printed in a series. More often than not, they also become interested in your proposition, which does not need to be washing machines—it may be any one of a score of other things related to the home.

# Answer to the July cross-word puzzle

Below you will find the answer to Good Hardware's July cross-word puzzle. Quite a nifty little problem, was it not?

This month, instead of a cross-word puzzle, Good Hardware is offering its readers a "Business Quiz." How many of the questions on page 52 can you answer? The correct answers will be found on page 78.



## "Know your goods and you can sell," says Sen. Sharp

(CONTINUED FROM PAGE 41) clerks are not bundle wrappers who simply take the merchandise which the customer has picked out, wrap it up and make the proper change. When we get a customer to our counter and have given him the things which he has asked for, then our real work begins. Then we have to sell him!

"A woman may come to our kitchenware department and ask for a coffee pot. Nine times out of 10 she has no definite ideas of the kind of coffee pot she wants. She may look over the display and pick out an aluminum one. If you simply take it and wrap it up, you have done justice neither to your customer nor to your employer. may have given her something which she did not want at all and which may soon prove a disappointment to her. Such reflex action may result in the loss of a customer.

#### Show a variety

"The chances are she was not at all interested in price; she simply wanted a coffee pot. It was your business to point out to her that this was a cheap article. While it was well worth the money, it might not give her the satisfaction she expected. You should have shown her coffee pots of different make and different quality; you should have pointed out the various advantages of every variety and let her take her choice. If a cheap coffee pot was what she

wanted, you should have told her that she could not expect the same service from it as from a better grade article.

"The same principle applies to every line in our business. When a man wants a saw, or a hammer, or a plane, you must make it your duty to tell him something about it. But unless you know your merchandise, how can you talk to him intelligently?

"This is what I meant when I said that a knowledge of your goods improves your salesmanship.

#### Give concrete facts

"Don't bore a man with talk like 'This is a very fine saw, Mr. Smith,' or 'That's a dandy, Frank,' or such kindergarten stuff. Tell him something concrete! Show him why this is a very fine saw; tell him all the good points, all the advantages, and give him reasons why he should buy it. Do not flounder around in meaningless superlatives.

"Unless you know your goods, you are either a dumb-bell or an exaggerator and, in both cases, you fail miserably as a salesman. If you don't know what you are selling and can't talk, or won't talk, you may wrap up something which your customer did not want and which will disappoint him. If you don't know what you are selling, but make a lot of promises for the merchandise and exaggerate its value, you'll disappoint him again. He will think that you tricked him.

"Now, boys, I grant you that acquiring intelligent knowledge



# Netting the Profits/

"Pretty good day," says Jones smiling, "took in \$349.63." And he rubs his hands with satisfaction. Then he glances at the pile of unpaid bills on his desk.

desk.

"Pretty good day" for Jones? That depends on how much of the \$349.63 was actually profit. Money in the cash drawer with no records to show where it came from doesn't mean profits. It's just money "taken in." Unless Jones knows, and knows accurately the facts about each cash drawer transaction of the day, he can't "Net" his profits from the \$349.63.

How much of Jones' \$349.63 was from Cash Sales? How much was paid in on account? How much was paid out of the cash drawer during the day? What was the amount of Credit business for the day? (If a Credit business.) How were the sales distributed by departments? Are all departments of Jones' business showing an actual profit? Does he know? Can one be eating up the profits of the others without his knowledge? Are his clerks' sales totals in keeping with salaries and wages paid? Can he keep posted? Jones must answer these questions accurately—mighty accurately—if he wants to be certain of "Netting Profits."

A Cash Drawer must be certain. Sure profits are only certain when there is an accurate check on each transaction of the business day. The experiences of over half a million business men prove this true. Their experiences are yours for the asking. Write today for your copy of our FREE BOOKLET—"Running a Business for Profit." It will help you make larger and surer profits.

#### THE McCASKEY REGISTER COMPANY ALLIANCE, OHIO

Galt, Canada

Watford, England

Also Manufacturers of the World Famous Non-Smut Surety Carbon Sales Books.



The McCaskey Register Ce., Alliance, Ohio.

Gentlemen:
Please send me your booklet, "Running a Business for Profit." I understand that this does not obligate me in any way.

Name
Street
Town State

"My McCaskey saves me several hundred dollars a year in bookkeeping alone, and, more important to me, I am always in accurate touch with my business."

—From a Hardware Merchant in Hood River, Oregon.



To answer an advertisement, tear out page and pin to letterhead

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of the thousand and one articles carried in a hardware store is a man-size job and I don't expect you to become experts in a few months or even in a year.

"It's just a case of 'everlastingly keeping at it.' Our business is one of infinite details. There are many things to know and to learn and the man who masters the details, from builders' hardware to electrical equipment, is, of course, the fellow who makes progress.

#### The slot-machine clerk

"You should bear in mind that you are not clerks but salesmen. I don't want dummies or slot-machine employees behind my counters. I want men who can sell things and make two blades of grass grow where there had been indications of only one before.

"If you will acquire a knowledge of the goods you sell, you will create confidence. The carpenter, or the mason, or the farmer, or the housewife, will say: 'I think I'd better get this thing at Sharp's. These fellows know what they're talking about and they have never misrepresented anything to me.'

"Neither Perkins, nor I, nor your department men, can teach you all the things you have to know. It is a question of individual study.

"Right on that table over there are stacks of little pamphlets and leaflets which tell a complete and exhaustive story of the article they are expected to sell. How many of you have taken up these pamphlets and read them over carefully? Just simply shoving one of them into a woman's hand and saying 'This will give you full instructions,' is not good business. Tell her what the article does and what it is made of. Tell her why it is good and then give her one of the leaflets.

"Back here on the shelf are about 40 or 50 catalogs of hardware articles. They are a veritable library of knowledge, boys! There are thousands and thousands of illustrations and descriptions in complete and condensed form.

"Study them! Take one of the catalogs home with you and make yourself familiar with the items listed. Then take another one and find out not only about the things which we sell, but also about the things which our competitors carry. Sometimes this helps more to make a sale than you may imagine!

"It has cost the manufacturers who have published these catalogs real money to bring this information before you in concrete form and it is only fair that you should help them bring their lines before the public in an intelligent way.

#### Storing up information

"You should become an encyclopedia on hardware. The catalogs and pamphlets give you, in condensed form, a complete knowledge of the hardware business. You can thumb through these books and store away in your brain detailed information on all the lines which we carry. When a customer comes in and wants to buy something, you can reach back



(Steel Wool in Readi-Form)

# The New Self-Seller!

T HIS new package—"Handi Rolls"—is American Steel Wool in its most convenient form. Convenient for the consumer, because it gives hand comfort and it's not necessary to pull steel wool apart to get enough to use. Convenient for the merchant because it presents steel wool in an easily handled, quick-moving package.

"Handi Rolls" offer the biggest value in steel wool ever known—and of the finest quality—at a ready selling price of 10c retail.

Three grades—Fine, Medium, Coarse. Each package

The Cleansing Wonder

of fine and medium contains six rolls; the coarse, two large rolls. These rolls are patented and are just right for the many uses for which Steel Wool is employed.

Packed 1 doz. in attractive container, 12 doz. in a case. Fine is equal to American Steel Wool grade No. 0—Medium equals No. 1, and Coarse No. 3.



6
BIG
ROLLS
10c.
Retail

Write for samples. Display and show cards, electros and circulars for mailing furnished free

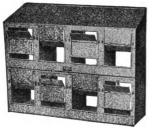
American Steel Wool Mfg. Co., Inc. 9-11-13 Desbrosses St.

New York, N. Y.

To answer an advertisement, tear out page and pin to letterhead

### **CGGS** in Oakes Nests

#### Sell these Two Winners



#### OAKES TRAP NEST

Increase your profits by paying more attention to poultry supplies. For example, every hen owner is your prospect for Oakes Nests. They're comfortable and sanitary, hang on wall or shelf, easy to clean, can be scalded, made of galvanized iron, no cracks or crevices for vermin. Oakes Trap Nest (shown above) enables owner to pick out the layers from the loafers. Oakes Steel Nests (shown below) have same advantages without trap feature. Reasonable in price, good dealer margins.



#### OAKES STEEL NEST

There's a complete line of Oakes hoppers, feeders, fountains, incubators, etc. Write today for catalog and dealer's discounts.

OAKES MFG. CO. 345 Dearborn St. Tipton, Ind.



into the recesses of your brain and bring out such information as pertains to the article. You can make an intelligent sellingtalk and a satisfactory sale.

"There is another point, boys. As you go through these various catalogs, you will eventually develop a special liking for one or two specific lines; you will become more interested in them than in any others. As a result you will become more or less of a specialist.

"Yes, I know we fellows in a hardware store have to be Jacks-of-all-trade; but let me ask you this: Suppose Willie back there has taken a shine to automobile accessories and has gobbled up every bit of knowledge about them that he found.

Pretty soon some of you other boys unconsciously acknowledge his superiority in this line and you say to a customer, 'Just wait a minute. I'll get Willie to wait on you, He knows more about it than anybody else in the store.'

"Do you think your boss will remain blind to this? And do you think he will keep such a fellow down to sweeping the floor?

"I guess not. He will let the pay envelope speak for itself to his 'specialist.'"

Experts say the selling side of business is most important today. That's why GOOD HARDWARE specializes in selling ideas.





## Makes security doubly sure for homes, stores and offices

More and more, people are coming to realize the necessity for the added protection that a Sargent Cylinder Day and Night Latch gives. It can be used alone or to supplement old-fashioned or less effective lock equipment. It is the most inexpensive sort of insurance against intrusion and can be sold with a minimum of effort.

Display Sargent Day and Night Latches on your counters and in your windows where they may be seen and examined. Explain to customers the sturdy construction and fine mechanism which prevents entry excepting by the proper key. Call attention to an exclusive Sargent feature—the push-button stop to deadlock the bolt or hold it back as desired.

Apartments, homes, stores and offices, new buildings as well as old, are in constant need of reliable night latches. You can supply the demand in your neighborhood with good profit to yourself and entire satisfaction to your customers with this popular Sargent Latch.

Interesting folders imprinted with your name will be furnished for mailing or counter use. Our Co-operative Advertising Service Booklet will also be sent upon request. Write today.

#### **SARGENT & COMPANY**

Hardware Manufacturers

NEW HAVEN, CONNECTICUT

New York: 92-98 Centre Street Chicago: 221-223 W. Randolph Street THE DECIMAL SYSTEM OF PRICING AND PACKING HAS BEEN ADOPTED FOR SARGENT HARDWARE STATEMEN

LONDON, OHIO

June 16 1925

London

IÑ ACCOUNT WITH

#### LONDON VULCANIZING CO.

WALTER ENGARD PROPRIETOR

GOULD BATTERY

PHONE 226-W

GENERAL TIRES

ACCESSORIES

TIRE, TUBE RUBBER BOOT AND BATTERY REPAIR SERVICE

Man, Man! I sure am in a devil of a predicament. My Bank account is in red ink; my register empty and my purse absolutely flat. Slip me a check for the above amount and help ease this awful situation. THANKS.

The note at the bottom of this statement brought credit customers in with the dollars

# A spur that made slow payers act

To spur delinquent debtors into action, Walter Engard, of London, Ohio, uses an ordinary bill with a notation printed at the bottom as shown in the cut above.

"I have had wonderful success with this idea," says Mr. Engard. "Most of my customers are men-folks and this sort of a statement can be used without giving offense.

#### A minister responds

"I mailed this statement to a certain minister who had owed

me a bill for several months. I could not get him to respond to any ordinary statement or collection letter, but when I fired this one at him he came in immediately and, laying the statement upon my counter, said:

"'Now isn't this a devil of a statement to send me?' He had a good laugh over it, paid his account and has been giving me his business right along. So you see that it did not offend even the minister's dignity."

GOODHARDWARE'S purpose is to serve the retail dealer.

# The RADIO CORPORATION OF AMERICA

## Announces a Selective Dealer Policy

RCA herewith announces its selective dealer policy, to become effective January 3, 1926. This policy has been most carefully developed with a twofold purpose in view—to benefit dealers by offering an individual franchise and to protect the public in their purchases of RCA merchandise.

Dealers will be chosen upon the basis of active business in Radiolas, Radiola Loudspeakers, and RCA accessories during the months of September, October, November and December, 1925.

So that RCA may select its dealers on the basis of public preference, we are asking all our distributors to begin the preparation of a list of their dealers and to keep records of their purchases, credit and servicing performance, individually—furnishing us such records complete, from September 1 to December 31, 1925.

Upon the basis of such preliminary evidence of public choice and satisfaction, RCA will issue Authorized Dealer signs.

Our dealer distribution will be confined to those who maintain a definite servicing policy on RADIOLAS, RADIOTRONS, RADIOLA LOUDSPEAKERS and RCA accessories. Public acceptance of the prices at which we advertise these products permits the dealer a profit that is sufficient to warrant a liberal and expert servicing policy with moderate charges.

The RCA franchise will be a valuable franchise. The number of dealers will be limited mainly on the basis of the service given to the public, but also with a frank recognition of the fact that RCA Authorized Dealers should have opportunities for profitable volume. We want to create a permanent business for them because it is the only way in which they can serve the public.

The full strength of the vast national advertising program of RCA will be continuously behind its Authorized Dealers. Public demand and interest in Radiolas, Radiotrons and Radiola Loudspeakers and RCA accessories supported by our national advertising, has now reached a point where it insures to our selected dealers, not alone a large turnover, but a profit as well.

Read the following pages for an important announcement. Then write to the nearest RCA distributor for descriptive bulletin and catalog.

RADIO CORPORATION OF AMERICA Chicago New York San Francisco

# RCA Now

New Radiolas: featuring volume, tone quality, complete A. C. operation and Dry Battery Operation giving volume in excess of Storage Battery Operation.

This fail marks the announcement by RCA of new Radiotrons, of improved Super-Heterodynes, and revolutionary new Loudspeakers. It marks another step, too, in lowering the cost of radio to the public. These six pages of summary are a brief outline of a coming season of tremendous selling.

Radiola 30— New RCA eight-tube Super-Heterodyne complete and self-contained in console cabinet, embodying new RCA ten-inch Cone Loudspeaker. Provides complete operation from 110 volt 60 cycle A. C. lighting circuit, requiring no batteries. Extraordinary volume and perfection of tone.

Supreme selectivity and super-sensitiveness. The goal towards which engineers, the trade and the public have been looking since the advent of radio broadcasting.

Radiola 28— "Jefferson desk" type new RCA uni-control, eight-tube Super-Heterodyne with attached loop. As dry battery operated receiver, gives volume in excess of that obtainable from storage battery operated receivers. Space inside cabinet for all dry batteries.

If used with Radiola Loudspeaker Model 104, Radiola 28 operates completely from the A. C. lighting circuit, eliminating all batteries. Tuning mechanism consists of new RCA uni-control system employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale.

Radiola 26— The universally popular portable six-tube Super-Heterodyne provided with extra battery cabinet for home use. Adapted to either loop or antenna operation. Has built-in loudspeaker, self-contained loop and space for all necessary batteries.

List price, including 6 Radiotrons UV-199..... \$225.00



# Announces

#### Important

- No. 1: Trade Protection: Where prices are reduced, dealers and distributors are protected.
- No. 2: Deliveries: Of the new models, some are ready for immediate delivery. For the rest, orders will be accepted, and deliveries made as production goes forward.

#### Established leaders at new low prices (Trade Protected)

Radiola 25—New RCA six-tube, uni-control Super-Heterodyne, table type with attached loop. Dry batterery operated with space in cabinet for all necessary batteries. If used in conjunction with Radiola Loudspeaker Model 104, Radiola 25 operates from 110 volt 60 cycle A. C. lighting circuit, requiring no batteries. Tuning mechanism consists of new RCA uni-control system employing "straight-line" frequency condensers giving equal spacing of all stations on tuning scale.

Radiola Super-Heterodyne (semi-portable) The popular seller of the RCA Super-Heterodyne group. Standard

The popular seller of the RCA Super-Heterodyne group. Standard six-tube Super-Heterodyne which will gain new popularity when fitted with new amplifying Radiotron UX-120. Over 150,000 sold to date.

Radiola 20—A new pacemaker for radio receivers of the five-frequency receiver of balanced type with variable regeneration. An antenna set which, when dry battery operated, gives volume considerably in excess of that obtainable from storage battery operated receivers in this class. Ease of manipulation, sensitivity, selectivity and quality of reproduction are outstanding features. Operates with relatively short aerial.

List price, packed with 4 Radiotrons UX-199 and 1 Radiotron UX-120.....\$115.00





## Radiolas

#### (Continued)

Radiola III-a— The popular price leader among RCA Ratube Radiola which exceeds the performance of many five-tube sets. Equipped with Balanced Amplifier for high quality reproduction.
List price, less accessories
Radiola III — A receiver big in performance and low in pricewithin reach of all. A two-tube Radiola of extraordinary performance.
List price, less accessories
Radiola Balanced Amplifier—Increases the loud- any type of radio receiver. Added to Radiola III, constitutes a four- tube Radiola giving same performance as Radiola III-a.
List price, less Radiotrons

#### Radiola Accessories

A. C. Rectifier-amplifier—RCA Uni-Rectron Model AP-935

Rectifier-power amplifier unit—same as that supplied with Model 102 Loudspeaker. May be used for operation of any type of loudspeaker from 60 cycle, 110 volt A. C. lighting circuit. Amplification obtained from new RCA super-power amplifying tube, Radiotron UX-210.

List price, complete with Radiotron UX-210 and Rectron UX-216-B \$105.00

"B" Battery Eliminators—RCA Duo-Rectron Model AP-937
America's first "B" battery eliminator designed to supply plate voltage to any type of radio broadcast receiver using any type of tube up to ten Radiotrons 201-A. Supplies plate voltages at 22½, 45, 90 and 135 volts with maximum current output at 50 milliamperes. Through use of RCA glow lamp, Radiotron UX-874, this model provides uniform voltage at all current outputs from minimum to maximum. Operates detector as well as amplifier tubes from 110 volt, 60 cycle A. C. source. A. C. hum completely eliminated.

List price, with Radiotron UX-874 and Rectron UX-213.... \$65.00



## New Developments in Loudspeakers

Radiola Loudspeaker Model 104—The outstanding loudspeaker development in the radio art, built on an entirely new principle. Reproduces orchestra, band, pipe organ and other musical instruments with volume equal to the original at the broadcasting studio with acoustical fidelity hitherto unattained. Gives amazingly accurate voice reproduction. Volume of reproduction can be varied from minimum to maximum without impairment of quality. Operates directly from a 110 volt 60 cycle A. C. circuit and when used with Radiola 25 or Radiola 28, supplies plate, grid and filament voltages for operation of complete radio set as well as loudspeaker, thus replacing all batteries. May be connected to first audio stage of any radio receiver, but its capabilities are particularly realized with RCA Radiolas.

List price, including all Radiotrons and Rectrons...... \$245.00

Radiola Loudspeaker Model 102—A new RCA A. C. operated Cone Loudspeaker equipped with rectifier-amplifier unit fcr operation from 60 cycle, 110 volt A. C. lighting circuit. Has same tone quality as Model 104 and provides volume far in excess of existing types of loudspeakers. Recommended for connection to first audio stage of broadcast receivers and particularly for use in conjunction with RCA Radiolas. Operated by new super-power amplifier tube,

List price, including Radiotrons and Rectron...... \$140.00

Radiotron UX-210 and new RCA Rectron UX-216-B.

Radiola Loudspeaker Model 100—New RCA ten-inch Cone built on the new principle, achieving new clarity of tone and a far wider tone range than existing types. Designed for direct connection to output circuit of broadcast receivers. Particularly recommended for Radiolas 20, 25 and 28, dry battery operated.

List price...... \$35.00

#### Radiola Loudspeaker Model UZ-1325-

The RCA standard of the horn type, universally commented upon as providing clearest reproduction of horn types of loudspeakers. Equipped with an adjustable diaphragm. Requires no external batteries for additional amplification.

# Radiola LOUDSPEAKERS



#### Three new power amplifying tubes

## for increase of volume and quality of reproduction

Radiotron UX-120-New RCA dry battery power amplifier tube which, when connected
Radiotron UX-120— New RCA dry battery power amplifier tube which, when connected to last audio stage of a dry battery operated receiver, provides volume double that obtainable from UV-201-A tubes.
List
Radiotron UX-112—New RCA storage battery power amplifier tube for improvement
of quality and volume in storage battery operated receivers.
1 int

## The standard RCA Radiotrons you now sell—some equipped with the new RCA standard "UX" base—

Radiotron	WD-11 <b>\$2.50</b>
Radiotron	WD-12 <b>\$2.50</b>
Radiotron	*WX-12 <b>\$2.50</b>
Radiotron	UV-199 <b>\$2.50</b>
Radiotron	*UX-199 <b>\$2.50</b>
Radiotron	UV-200 <b>\$2.50</b>
Radiotron	*UX-200\$2.50
Radiotron	UV-201-A \$2.50
Radiotron'	* UX-201-A <b>\$2.50</b>

Two new RCA Rectrons—rectifier tubes for use in "B" battery eliminators and devices serving similar functions.

\*—A "UX" or "WX" tube provides precisely the same performance as the corresponding "UV" or "WD" tube, the only change being in the design of the base.

Rectron UX-216-B-- New RCA half-wave rectifying tube for use in "B" battery eliminators and similar devices. Operates at plate voltages up to 550, with current output of 65 milliamperes.





OW comes Wizard Mops and Polish with a new deal from a fresh deck. Everything is new but the business itself; new capital, new management, new policies, new merchandising, new ideas and new ideals.

## New Capital

There are abundant resources in the new Company to carry out every promise, to do big advertising in a consistent way, to do intensified selling, to produce the best merchandise, and to do all things in a big way.

## New Management

The new Wizard starts with a clean slate. Even the management will be new to Wizard. But they are not new in the mop and polish business. They are veterans. For instance: John Glover, who is President of the new Company, was former Vice-President and General Manager of the O-Cedar Corporation. And Deane M. Linton, who will direct the Advertising and Selling of the new Company, was Advertising Director and Sales Manager of O-Cedar from its conception. So, you see, there is a lot of know-how and experience and much "what not to do" back of the new Wizard organization.

## **New Policies**

The new Wizard will operate on a definite and fixed sales policy—always. You will know where you stand all the time.

Briefly, the Sales Policy is this: an absolute regard for sound merchandising and quality merchandise, a consistent man-to-man square deal way of doing business. This we pledge. Wizard products will be sold through the natural channels of trade, to the jobber on to the retailer. A full protection to each.

# New Ideas—New Activities

The new Wizard idea will be to see how good Mops and Polish can be made; to merchandise them on the basis of a liberal, sound, consistent policy; and to endeavor to make your doing business with Wizard profitable.

Under the new management: new policies, new merchandising, new plans, new selling efforts and an aggressive campaign will swing into action.

Activity in selling, co-operation with the whole-sale and retail trade, advertising and the like will be employed. Everything that can be done to put Wizard at the top will be done. This is our second pledge.

# New Profits to you—New Values to your customers

It will pay you to hold your orders for Mops, Polish and Dusters until you see the new Wizard line. Everyone who has seen it has been attracted by its wonderful quality at such reasonable prices.

If you are interested—and you are—write for samples and full particulars.

#### Wizard, Inc., 1444-54 West 37th St., Chicago



## Facts and figures on radio; its possibilities in hardware

(CONTINUED FROM PAGE 15)

Now here is another important point: The craze for homemade sets is fast dying out. The complete sets, sold in a unit, are taking their places. If you want to handle radio, then, it does not mean that you have to stock a lot of parts. All you need is a good line of dependable sets, and only the standard accessories.

Some dealers complain of cutprice competition. That is true in any line whether refrigerators, aluminum ware or radio. There are hundreds of fly-bynight radio manufacturers in business still. A lot of them have already failed-and a lot more are going to fail. But the advertising of the reputable concerns is fast educating the public to the realization that, if the consumer wants satisfaction. he must pay a reasonable price for his set.

By all means do not try to handle the "gyp" sets-even though they are low in price and the manufacturer gives you a good line of talk. A few reliable trustworthy companies are fast coming to the front and they are going to dominate the situation in radio. By tying up to such a manufacturer you can rest assured of fair treatment and building for a real future. Simply thumb through the pages of this magazine or any other reputable one, and you will see who they are. The manufacturer who has enough confidence in his product to spend his own

money in advertising it is the one you can best afford to tie up with. In the long run, advertising will not pay when spent on a poor product, so the advertising history of a radio manufacturer is a good earmark of quality and dependability.

Some dealers, on the other hand, have made a poor start. They may have on hand obsolete sets and equipment, or types not in demand in their community. If you happen to be one of them, then, maybe your department needs a thorough house-cleaning. Get rid of the stuff at a bargain sale and replace with standard lines. If you have gotten off to a poor start, now is the time to profit by experience and start right.

#### Good for livewires

Some dealers say they hesitate to go into radio because so many are already in it. we don't for a minute claim that every hardware dealer in the land should stock radio. Some should not. But a lot of the live dealers should go into it. Just look at the chart accompanying this article and see the wonderful future radio Even though there are many already selling radio, the sales are going to triple in the next few vears.

Then why should a good, live, hardware dealer be afraid of the hinky-dink competition he now has in radio? The very character of it is all the more reason why the well-established store should go into it. Give them a run for their money and

## What One Dealer Has Done

Take any one of the examples shown here—consider the size of the town and the number of homes, and compare these figures with the actual sales made by the Sunbeam Dealer. Then you will appreciate the sales possibilities of this wonderful heating device in your territory.

#### Sold 24 in Two Months' Time

In Wallins Creek, a little town of less than 1,500 people, G. J. Hatcher & Company sold 24 Sunbeam Cabinet Heaters during November and December, 1924. They started 1925 with an order for 50 more.

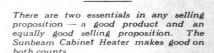
#### Zanesville Buys 99 in 3½ Months

An average of 30 Sunbeam Cabinet Heaters per month was sold by the Price Implement Company, Zanesville, Ohio. All last fall, newspaper advertising and personal selling put this dealer in the car-load class.

#### New Bedford Beats the Record

In four months' time our dealer in New Bedford, Mass., sold 106 Sunbeam Cabinet Heaters

and started off the new year with another car-load. They'll more than double up in 1925.



## What Thousands Do



MADE BY THE LARGEST MAKERS OF HEATING

## Thousands of Dealers Will Do

In towns, large and small, in country districts everywhere, Sunbeam dealers have surprised themselves by the volume of quick, easy sales they have made in a comparatively short time. We have hundreds of examples like these shown here. What these dealers have done you can do!

#### Big Sales in Another Small Town

Camp Point, Ill., is a town of less than 1,000 people, yet the Sunbeam dealer there, A. C. Boger, sold 17 heaters from October 16th to January 1st, and then ordered 50 more. Mr. Boger did it largely by outside personal selling.

#### Another Small Town Makes Record

"The Sunbeam Cabinet Heater is one of our big profit items," says J. A. Parsons of Leipsic, Ohio, a town of less than 1,800 inhabitants. Mr. Parsons sold 46 heaters in a few months. Newspaper advertising and outside selling were byfactors in Mr. Parsons' success.

#### 52 Heaters Sold from October to January

Knoxville, Tenn., buys Sunbeam Cabinet Heaters by the car-load. The King Ayers Company received its first shipment on October 1st, 1924. They chalked up 52 sales in a few months and they're still going.

We have just published a new "selling book" that will tellyou why these remarkable results are possible. Let us send you a copy—without the slightest obligation.

#### THE FOX FURNACE COMPANY

Largest Makers of Heating Equipment ELYRIA, OHIO



## THE FOX FURNACE COMPANY Elyria, Ohio

I would be interested in having complete information regarding the Sunbeam Cabinet Heater and your new methods of merchandising it in this locality.

Name.....

To answer an advertisement, tear out page and pin to letterhead

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many will fall by the wayside. Just as the wildcat manufacturers are fast falling by the wayside, so are the miscellaneous fly-by-night dealers going to fall, and if you are in the fight you have every chance of forging to the front. You can afford to put in some mighty good licks in establishing your place, for the eventual reward is big.

You have cheap competition in every line, whether tinware or stoves, and that competition does not keep you from handling those hardware products. Consider radio in the same way. The industry is stabilizing and people are demanding more and more well-known dependable sets-and they want to buy them from dependable stores. If you wait until every cheap John is out of business and the industry completely stabilized, then the retailing will be stabilized too. but your competitors will have the business. Now's the time to get in on the ground floor.

In conclusion: If you now sell radio, push it as never before. If you are not in it now and expect eventually to get into it, now is the time to get busy—specializing in sets and not parts—and to select well-known advertised goods. Don't worry too much about competitors.

You are now at the threshold of an active buying season of one of the most rapidly growing industries this generation has seen, the future of which not even experts can foretell.

Radio represents real opportunity for the hardware dealer—and opportunity is all the live, aggressive merchant wants.

#### Eleven selling stunts for getting the hunter's business

(CONTINUED FROM PAGE 21)

#### 10. Boy instruction

Building for the future pays. Many towns now have national rifle club units of boys over 14 years of age. The efforts of the hardware dealer in organizing these clubs and fixing them up with a place to shoot have usually paid.

Now is a good time to start such work. If you do no more than send one of your best men before Boy Scout organizations, boys' clubs and similar groups of youngsters, showing them how a gun should be handled and teaching them safety rules and clean sportsmanship, you'll earn the good-will of every hunter, farmer and mother in your city.

## 11. Game exhibition draws

Stage an exhibition by displaying in your show window the game brought into the store by hunters. Such a display will draw the people to your store. Letter a card:

JONES GOT THERE WITH A

GUN AND SHOTSHELLS. WE SELL 'EM.

Everybody in town will be there to see the deer or bear just as fast as the news spreads.

Read the articles on radio and time payments in this issue.

## **Every Man's Barrow**

DEALERS call Akron Barrow 143, "Every Man's Barrow".

It meets such a large part of the average dealer's market that it has replaced the old style wooden barrows previously carried. That simplifies stock, saves valuable floor space, increases turn over and assures quicker profits.

The black and orange finish of this barrow is attractive. Then the way it's built and its price meet your calls for a barrow for the home, for the garden, for the lawn, for the farm, for the many odd jobs every where.

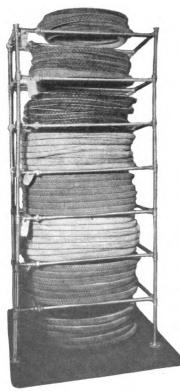


To answer an advertisement, tear out page and pin to letterhead

# Display rack for bicycle tires

"Tires are turning fast!"
That is the report of a Western hardware store on its stock of bike accessories.

The reason for this fast tire turnover is pictured in the accompanying illustration. It is a rack filled with bicycle tires that stands right out in bold display, where every cyclist who comes into the store gets a look at it.



Any handy man about the store can make a tire rack like this in a few hours

One of the men in the store made this rack from galvanized iron pipe in a few hours of spare time. A coat of aluminum paint added a flash of color in harmony with the tires and put snap in the display.

## The Complainer

You've seen the sap who starts a scrap

With every job he tries; Who rails at Fate and vents his hate

In loud and lusty cries!

His boss is mean! His pay is lean!

His work is one long drudge! At home; in shop; without a stop

He bellows forth his grudge!

Ah, this poor bo will never know The joyous v-i-c-t-o-r-y,

That comes to him who works with vim;

Whate'er his task may be!

To any scout whose heart is stout.

The honest, faithful t-r-i-e-r: Each job's a prize, a chance to rise

To something that is
h-i-g-h-e-r!
(Copyright 1925, Rights Reserved)

#### The consumer's dollar

Of the consumer's dollar, 79.6% is the average required for necessities, including shelter, food, clothing, light and heat. This leaves 20.4% for savings, entertainments, development and sundry expenses.

CENTRAL HARDWARE COMPANY
0075 HOLLTWOOD SOULEVARD
"MARROWARE OF GUALITY"

Bollywood, Calif.

Jes 30, 1 9 2 6.

Webligton Browns Co., Postdom, Colif.

Sent Lease

We know a little bit of graine once in a while mane lift's tooks a little more piecessed and that is the rana, why or are writing you in regard to the issue Quality Paint and Varnich line and their wenderful sales proposition.

To have headed done quality buists and Writing for many pears and the bing; that appeals to me in this line is the prompt secrets, the secretoms treatment and the many helpful times that they have given us to beaut our point separament males.

The still setter our interfaced rando "mackers of on lity" in earry this principle although every comparate of our store and Asso Camilty Rain and Named Fit oright in eith this siegam. We still resent to the Asso Camilty late, although we are original may appaining propositions in other lines of paint.

We have used anny other lines of good paint but now we are one handred per cont for Acon Quality. It agrees our meatours actification and our business has inermoned on it every year,

The morehant who can get the Acms Quality franchice for his locality is, in our estimation, very fortumate indeed,





# ACME QUALITY Paint and Varnish

## "Boost Our Paint Department Sales"

Acme Quality is made in America's largest plant devoted exclusively to the manufacture of paint and varnish. It is the quality product of 40 years of experience, and is building reputation and piling up profit for dealers everywhere! Read the letter above. Say to yourself, "Don't I want these helpful sales ideas, too?" Then write for deta'ls of the Acme Quality Resale Plan, explaining how you will get them. Address Dept. 119.

ACME WHITE LEAD AND COLOR WORKS, Detroit, Mich.

# Answers to quiz on page 52

1. Linseed oil is the most widely used oil in outside and inside house paints; poppy seed oil and nut oil in artists' colors and special extreme white paints; and tung or China wood oil in varnishes, flat interior and water-resisting paints.

2. Know that the equipment is approved by the National Board of Fire Underwriters. If it is not, the rate of your customer's insurance will be

greatly increased.

- 3. It only needs to be greased with olive oil the first time it is used, therefore the smoke and smell of grease in cooking waffles is done away with thereafter.
- 4. To notify his insurance agent, who will inform him of his policy requirements as to lightning arrester, lead-ins, and inspection on installation. The insurance companies will then add a radio permit clause to your customer's policy without charge.

5. As a "pry" tool in the home, particularly to open glass jars of canned food.

- 6. Yes. A discharge in bankruptcy is a defense which the debtor can use or not as he chooses. If he promises to pay even after securing his discharge, he waives use of the discharge and can be held liable for the full amount he promised to pay.
- 7. When one party of a contract for personal service is prevented by sickness, death, or

insanity, from performing his part, it is commonly said that "performance was prevented by an Act of God." There is no liability.

8. According to statistics gathered by the National Retail Hardware Association, in towns under 1,000 population, net loss 0.25%; 1,001 to 2,500 population net profit 0.72%; 2,501 to 10,000 population, net profit 0.37%; 10,001 to 50,000 population, net profit 1.05%; over 50,000 population, net profit 0.01%.

9. R. W. Hatcher, of Mil-

ledgeville, Georgia.

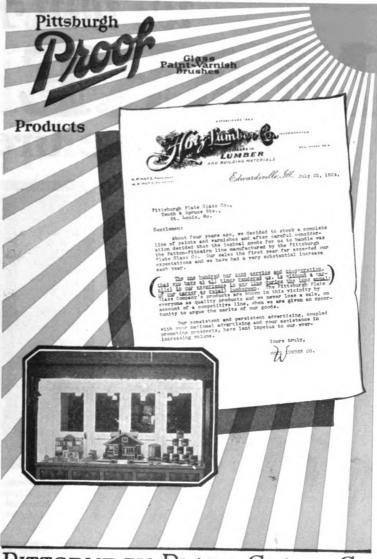
10. About 80% of the natural black bristles used for paint brushes come from hogs raised in China.

# Jobber's catalogs for salesmen

There is a wealth of information that the young clerk should not overlook contained in the jobber's catalog. It will pay the boss and the clerk, too, if one of these large catalogs occasionally goes home with the clerk for an evening's perusal.

Besides general information it gives the clerk an opportunity to learn of goods not carried in stock that may be asked for by the customer.

But the main advantage will be gained from sales and service information, learning comparisons of quality, as between forged and cast tools for instance, and the selling points of the more technical goods. Facts like these are important.

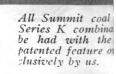


## PITTSBURGH PLATE GLASS CO.

Milwaukee Wis Newark, N.J., Portland. Ore

# We Will Tell MAKE With these Great

COMPETITION in selling ranges is brushed aside when you can offer Summit Syphon Ranges—for no other make can offer the great patented Flue feature. The Summit Syphon Flue gives you a strong and convincing talking point to establish the superiority of Summit ranges, and every woman will at once see the advantage it offers in making perfect baking a certainty at all times.



SUMMIT F

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# I How to I ONEY Syphon Ranges

I NCREASED business and big profits await the dealer who will feature Summit Syphon Ranges, for this Company will give full co-operation through dealer helps and well directed national advertising. Let us tell you how to put life into your stove department and actually command the range business in your locality. We will gladly give you full information upon request.

ges and Summit gas ranges can e attachment—a led and made ex-

NDRY CO.



To combat the house-to-house canvasser, this firm advertised brushes at low prices

# Sold at less than peddlers' prices

The Marion Hardware Company of Marion, Indiana, staged a "household brushes campaign" to meet the inroads of house-to-house peddlers.

Small pictures illustrating a variety of household brushes were displayed in the advertising.

It also carried a news-item contrast of the experiences of a housewife who had bought from a peddler and of one who had bought from The Marion Hardware Company. The public was shown conclusively the wisdom of patronizing local merchants rather than dealing with transient peddlers.

#### Store helps men find work

Help a mechanic or a carpenter get a job and he'll be glad of a chance to help you.

This theory has worked out well in the case of The Suburban Hardware Company, of Highland Park, California.

Not far from the store is a lumber company that has had success in helping men find work and employers to find capable workmen. The hardware firm simply made use of this idea, cashing in on the fact that each of these groups of men visits a hardware store much more frequently than they do a lumber office.

The Suburban Company has been letting it be known through news items in the local papers that it will gladly keep a list of unemployed carpenters and others connected with building and repair work; it also offers to help prospective employers of such men connect with good workers.

This renders a service to both groups of customers, establishes good-will, and gets them in the habit of coming into the store.

Local newspapers, glad to lend a hand in the employment situation, ran news items of the service.

You'll find the best window trims reproduced in this magazine.

# Gas and Oil Sales DO Bring Business!

You can expect to increase your regular sales 5% to 10%, when you put a gas pump on the curb, and a portable oil outfit alongside.

No guess work. Others have done it. You can, too. If you'll let them, Bowser engineers will prove it to you in advance, before you spend a cent. They know—they've helped other merchants increase regular-line business by selling gas and oil at the curb.

Ask about it. Anv Bowser man can tell you the story, or write to Dept. 54. If you act now, we can get a pump on your curb in time for the big gas season.

le. Accurate. Fast su to run. Will save you money on your own

S.F. Bowser & Company. Inc. FORT WAYNE, INDIANA.

Sales and Service Offices and Representatives Everywhere



# Why shouldn't hardware stores sell WEED CHAINS?



## Are you overlooking profits on thisthe fastest selling accessory?



HOW many customers do you have in your territory? Probably more than half of them are car owners. Here's WEED CHAIN business that someone is getting—and from your customers.

Why not stock the more popular WEED sizes—display WEEDS in your windows—remind customers that you carry WEEDS? Many hardware dealers have been surprised to find how quickly they have built up a profitable WEED Chain department by doing this.

Talk it over with your jobber's salesman—it's worth trying. Ask him about the free WEED display rack and window material.

# WEED CHAINS

"The most profitable of all accessories"

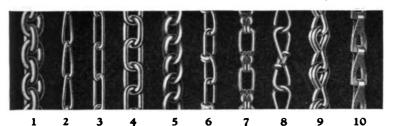
American Chain BRIDGEPORT.

In Canada: DOMINION CHAIN COM-

District Sales Offices: | Boston, Chicago, New York, Philadelphia Pittsburgh, San Francisco

A PRODUCT OF THE AMERICAN CHAIN COMPANY, Inc. on business for your safety

# Develop chain sales for a bigger hardware business



There are 101 uses for these 10 chains

In their various sizes, these ten patterns cover 90% of all chain uses. They are made up into chain specialties -quick selling items. When sold on a footage basis they are also in great demand.

Chain is taking the place of cord or rope for countless purposes—it's stronger—won't rot, fray and break looks better, lasts longer and it's more economical.

The ACCO Line covers the whole chain field. Quality is assured—we are the largest makers of welded and weldless chain for all purposes. Ask your Jobber's Salesman to show you the ACCO Line. With it, you can quickly develop a profitable chain department.

Welded Chains-No. 1 to 5

- No. 1 General Utility Chain.
- No. 2 Elwel Coil Chain (Twist Link)
- No. 3 Elwel Coil Chain
- (Straight Link)
- No. 4 Elwel Passing Link Chain No. 10 American Pattern-
- No. 5 Elwel Truck Chain (Twist Link)

Weldless Chain-No. 6 to 10

- No. 6 Tenso Pattern
- No. 7 Lock Link Pattern
- No. 8 Niagara Pattern
- No. 9 Safe or Register Chain
- Sash Chain

A style for every purpose"

Company, Incorporated CONNECTICUT

PANY, LTD., Niagara Falls, Ontario

Worl 1's Largest Manufacturers of Welded and Weldless Chains for all Purposes





Good Hardware is received, read and well liked at the Japanese store of H. Tanimoto in Hawaii. Above is one of the circulars put out by this enterprising firm

#### From a Japanese dealer in Hawaii

From Hawaii, land of the hula-hula, comes the letter reproduced below.

Yoshio Tanimoto, manager of the Hilo branch of the H. Tanimoto Variety Store, writes Good Hardware, expressing his opinion and admiration for this magazine. He says:

"We must truthly say that it is the best little magazine we have been able to 'come across.' Indeed, it is very interesting and profitable all the way through, especially that parts that dealls with our business in small hardwares;—like house-hold tools, kitchen utensils, and other usefull things around house.

"Personally, we want to ask you to send us this magazine continually. We do not like to miss a single copy.

"We want to know: How long

you have been publishing this good magazine? We want to get its back numbers of four or five years. Wonder if you could do us a favor of doing this? Please do. We shall be very grateful to you and shall never forget it and we shall surelly pay you for the favors. We want to get them and bounded together for our 'reference.' We are sure they do world of good.

"Thanking you in advance for this trouble and for your 'Good Hardware' magazine, and further more our best regards for your 'indispensable' little hardware magazine that is being published."—Y. TANIMOTO.

There's no room for dry-as-dust articles in GOOD HARDWARE—only interesting live stuff.

# Nationally Advertised! ALLEN'S PARLOR FURNACE

Sell the leader! It costs no more than an unadvertised line. The advertised line is the best seller!

Allen continues to set new high records monthly, in spite of the fact that new parlor furnaces are introduced daily. Allen is the best advertised of all. It is medium - priced sturdily built worthy of the name furnace. Furniture appearance has not been overdone at the sacrifice of husky stove construction.



Write at once for an exclusive sales proposition if no dealer in your town is selling the Allen line. Remember, Allen is best, is nationally advertised, and has four years of service behind it. Write for your copy of the 1925 SALES PLAN BOOK. It's chock full of sales ideas.

## ALLEN MANUFACTURING CO. NASHVILLE, TENN.

Makers of famous Allen's Princess Range, a stove specialty for a quarter of a century.

# Pulling sales with a nickel

A price card recently used by the Mackay-Newcomb Company, of Boston, in a window display of small sharpening stones, can be adapted to other specials. Its greatest attraction was in the small price featured—a nickel.

A water pail, filled with small sharpening stones, was tipped slightly forward with the stones tumbling out of it. Set up among the stones was a neat white card lettered in this way:

Just See what a

NICKEL GLUED HERE

Will buy For You

A dandy little Sharpening Stone

A real 5c. piece was glued on the card to show the price and its "pulling" power was decidedly greater than had the price alone merely been lettered on the card.

# A customer writes "Good Hardware"

"I walked into the finest hardware store in town the other day, and was met at the door by a very courteous gentleman who directed me to the right department.

"I wanted some washers for a leaking faucet, and not being a plumber, I didn't know the size. The fellow behind the counter— I won't call him a salesman—looked at me pityingly and shrugged his shoulders, which wasn't much help. When I asked him how I could measure the faucet to get the washer size,—'You can't,' he said. After a pause he asked, 'What do you want to do about it?' 'Nothing,' I said, and walked out.

#### The neighborhood store

"On the way home I stopped at my neighborhood store and there the owner himself waited on me.

"He told me that as washers were only 10c a dozen, he'd give me two or three sizes and one of them would be sure to fit. Then he asked if I needed a wrench to do the job, and I was glad he had thought of it, because I hadn't.

"In the future, give me the small store with a man who knows his job back of the counter, instead of a store with a polite floor walker in front of the counter."



# Business <sub>[]</sub> is G00a!

It has been all Summer. Why? Because there is a demand for just such a washer as the One Minute 52. Women, after looking over and trying many machines, are selecting it on

the basis of its better washing principle—its remarkable results. But we have not stopped there. The One Minute Franchise for small or large city carries with it a tried and successful merchandising plan. Dealers everywhere report amazing results from this unique plan.

Gladly sent on request to dealers-write or wire.

# ONE MINUTE MFG. CO. NEWTON, IOWA



# Yesterday's Stove Customers Are Today's Furnacette Buyers

TODAY the modern cabinet heater is displacing the heating stove just as the phonograph and radio have displaced the old fashioned "pump organ." Yesterday's stove customers are today's Furnacette buyers—Furnacette, in preference to all other cabinet heaters, because—

#### The Mueller Furnacette's exclu-

sive worth-while features assure its acceptance by your trade. It provides dependable, economical heat. It adds grace and beauty as well as furnace comfort to the home. It meets in every particular the present-day demand for excellence in home utilities.

There is almost an unlimited market for Furnacettes, to heat new homes of the bungalow type, as well as to displace stoves in old homes. For complete story of this profit opportunity and Furnacette sales help, write

L. J. MUELLER FURNACE CO.191 Reed St. Milwaukee, Wis.

Established 1857

Makers of Heating Systems of All Types



# Furnacette

## A store 95 years young and still going "Strong"

(CONTINUED FROM PAGE 26)

at all times what construction work is going on.

- 2. Get a list each week of all to whom building permits have been issued and get in touch with them, either personally or by mail or phone.
- 3. Offer to supply hardware from plans and furnish an estimate on all the hardware needed.
- 4. Display samples of finishing hardware and entice contractors to send their customers in to make a personal selection.

"We find," says Mr. Nelson. "that by giving service and selling goods at fair prices, we can usually hold a builders' hardware customer. In fact, many contractors merely leave a set of plans at the store and say, 'Send me the same hardware I had on the So and So job."

As might be expected in a store 95 years young and still going "Strong," window displays have an important part in the sales program. There are three large windows which are kept trim and up to the minute by the store's window dresser, who has won seven prizes for displays, in connection with other stores in all parts of the country.

#### Straight salaries paid

At the present time the firm employs 26 men and women, some of whom have been with it 40 years. A fleet of delivery trucks, the cars ranging from Fords to a big 5-ton army truck, covers most of the towns within a radius of 25 miles.

Employees are paid a straight weekly salary because the firm believes that this is the only fair method, as some clerks spend a great deal of their time in getting out orders and in doing other work which prevents them from making their share of sales. If these men were paid on a commission basis, or by a bonus made on their showing at the end of the year, an unfairness would be worked.

#### An honored history

These are a few of the factors and policies which are building business for The Strong Hardware Company of New Brunswick and which have resulted in its long and honored history. The firm has a sign which reads: "Satisfaction is a silent salesman. He works in this store."

To the application of this principle the firm attributes the fact that, although the years have brought great changes to New Brunswick, The Strong Hardware Company has been a hardware store since 1830—and still flourishes.

# A sale that always pleases customers

When a novice at the carpenter's trade comes in for a few nails to make a box, or radio loop, or frame for window screen, don't overlook selling him corrugated fasteners. Nine chances out of 10 he never heard of them and they will make the job so much easier for him that he will be appreciative.



# Sell More With Less Effort!

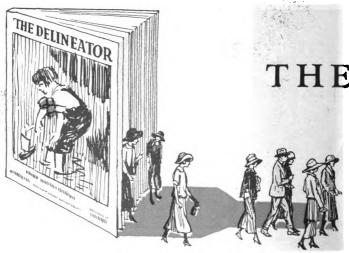
It's good business to carry advertised merchandise—goods that people call for by name. That's the kind that sells easily.

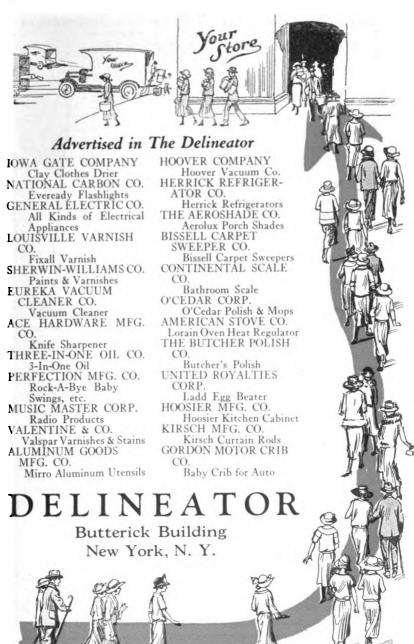
It pays to carry goods advertised in The Delineator, because these goods are absolutely guaranteed. They are protected by The Delineator's iron-clad money-back guarantee. They must give satisfaction.

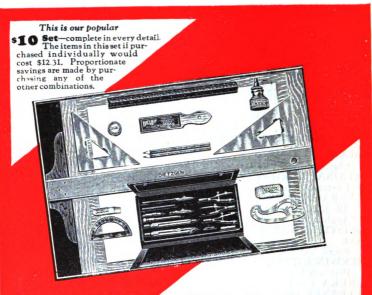
Look at the list on the opposite page of nationally known goods. They are all advertised in The Delineator. See how many of them you carry. You can speed up your turnover, increase your sales by stocking and pushing them.

The Delineator, founder of the great "Better Homes in America" Movement, goes into millions of homes—into the best homes in your city. And remember! The Delineator works for you. It does not accept or publish the competitive, cut-price advertising of the big mail order houses. It sends its readers to you—to buy.

Be sure to offer them the merchandise they know—the articles they see advertised in *their* magazine, The Delineator. Stock and push Delineator-advertised goods. It pays.







### Be the First in Your Territory

To profit from handling Dietzgen Complete Drawing Sets

Push seasonable goods at the right time, and profits are certain to follow. Now—with the opening of schools drawing near is the best time to start with

### Dietzgen Practical Drawing Sets

put up in five combinations [1100A—\$15.00, B—\$10.00, C—\$7.50, D—\$5.00, E—\$3.00]—a set for every purpose—a set for every pocket book.

Every high school student, every contractor, builder, carpenter, bricklayer, mason, architect, artist and mechanic, is your prospect for one of these sets, and, when placed in our attractive Christmas boxes, they make ideal and satisfaying Christmas gifts for the younger generation. They help solve the Christmas problem for growing boys and girls—gives them something to develop their inborn desire to create and build—teaches them a useful and profitable profession.

#### We Will Help You NOW And At Christmas Time Too

Make up your mind today to become a hustling Dietzgen Dealer and take advantage of the numerous sales helps, including posters, window display suggestions, mailing folders, instruction charts in mechanical and architectural drawing, newspaper advertisements, etc., which we furnish.

#### DECEMBER 15th DATING

Write at once for our special dealer proposition with December 15th dating. Tear out this page, attach to your letter head and mail to our nearest office.

### EUGENE DIETZGEN CO.

Enduring worth at reasonable cost

Chicago New York New Orleans Pittsburgh San Francisco



Philadelphia Washington Milwaukee Los Angeles Factory at Chicago

Drawing, Surveying & Mathematical Instruments & Materials, Measuring Tapes

Dietzgen Drawing Sets and Materials are Profitable Year Round Items

To answer an advertisement, tear out page and pin to letterhead

### Installment selling! Should you go into it?

(CONTINUED FROM PAGE 31)

to have something to blame the business depression on and, seeing no other cause in sight, they picked on installment buying. Their conclusions are nothing more than guesses—maybe they are right, and maybe they are not.

Has time-payment selling been Let us take some overdone? facts into consideration. deposits are now bigger than ever before. Savings deposits increased from two billion in 1900 to six billion in 1920 and to eight billion in 1924. In 1925 there has, so far, been an increase of 7% in savings deposits and there are now some 14 million depositors. These facts show that the people have not spent all their money by "mortgaging their future," for there is more cash money on hand now than ever before.

Here are other interesting facts: In 1900 there was eight billion dollars worth of life insurance in force. In 1920 the figure had grown to 42 billion and in 1923 to 54 billion. In 1900 there were seven million families owning their own homes. In 1920 the number was about 11 million. These figures are simply quoted to show that the country has not gone to the dogs, as claimed by some of the opponents of installment selling.

#### Grandmother did it

Installment buying is nothing new. Pianos have been sold in this manner for more than 50

years. Homes have been bought on this plan for a still longer period. You can, perhaps, remember when your mother or your grandmother bought her sewing machine on a \$1-a-week plan.

The important thing to you, as a business man, is this: Installment selling is growing by leaps and bounds. During the past few years it has extended into all fields. The figures quoted at the beginning of this article are almost staggering. Regardless of what you and I think of it, we cannot stop it. Yet the hardware dealer is getting but a very small percentage of this ever-growing business.

Careful investigation shows that there is hardly a household that has not, at one time or another, bought something on the installment plan. The Government allows us to pay our income taxes in this way. We are paying for the past war on installments. The system is interwoven throughout the fabric of our economic life.

#### Here to stay

Installment selling, apparently, is here to stay and there seems nothing that hardware dealers can do to change it. If they oppose it, all they do is drive business out of the hardware store into the power station, the furniture store, the department store and the specialty shop. The American public is apparently willing to pay rather liberally for the privilege of deferred payments.

Understand, I am not arguing for the principle of installment

selling. I am simply stating facts, even though some are distasteful.

Now, if installment buying cannot be stopped, isn't it better for the hardware dealer to recognize this fact? Isn't it better for him to go after his share of this business and divert some of the money that now is spent for diamonds and fur coats to products of utility? If you can get a woman to spend her money on a necessity-say, a washing machine or a vacuum cleanerinstead of a fur coat or a diamond, haven't you performed a real service? If you can help a man paint his house, isn't that better than letting him spend his money for luxuries? Even though you don't like the installment principle, isn't it better to use your influence in keeping some of the money in the hardware store for products of utility, rather than to let it be spent for pleasure and luxuries?

### The merchant's duty

Good Hardware has no love for the installment idea. It wishes that all people could pay cash. But the public wants the privilege of buying many of its products on the deferred-payment plan and is willing to pay for the privilege. In that event, it is not up to us hardware men to assume the rôle of economic dictators and tell the public how it must be served. It is rather our duty, as merchants, to serve the public as it wants to be served.

Now, in conclusion: Should all hardware dealers go into in-

stallment selling? No, by all means, no. As I said at the outset of this article, many can well afford to do so; others had better stay out of it.

In the small farmer-town, some say there isn't much demand for installment selling—yet even here some dealers have increased their volume and profit by this plan.

In the medium-sized town and small city, there is sufficient business of this type to pay one or two dealers big for going after it.

### Safe in the city

In the city, the substantial down-town or neighborhood store that does not go after the installment business is passing up an opportunity for volume and profit, and is falling a victim to the department store, the furniture store, the power station and the specialty shops.

If you want to keep the hardware business in the hardware store, then adopt the methods of those who are taking it away. Millions of dollars in sales of hardware items have been lost to the American hardware dealers because of their failure to extend time payments to an installment-buying public.

No, not all hardware dealers should go into installment selling, but a lot of the wise ones should jump into it with both feet.

GOOD HARDWARE slips into the pocket easily.

#### OVER TWENTY MILLION CONSUMERS ARE READING ABOUT LA CROSS



### La Cross really sells

DEALERS and jobbers alike have recognized the real value—the unquestionable superiority—and the remarkable beauty of La Cross Manicure Sets. This is evident in the increased demand which we could not have enjoyed except our jobbers enjoyed it first.

Year after year La Cross sales have steadily climbed. Last year was the biggest yet. This year will be bigger because the consumer campaign is bigger—and La Cross

quality remains supreme.

There is a wide variety of La Cross Sets to choose from—retailing from \$1.50 to \$50. All are made of the finest materials by highly skilled workmen. They are

unusually handsome and attractive.

Specialize in La Cross. Get your share of this increased business with its attractive profit. Order early and be prepared for the Christmas demand. Get for free examination Assortment No. 14 of fourteen fastest selling sets at \$42.45; or Assortment No. 8 of eight sets at \$15.85. If not interested, return within 5 days at our expense.

SCHNEFEL BROTHERS, Newark, N. J. New York Showroom, 1270 Broadway, at 33rd Street

•	Please send me Assortment No. 14 of 14 sets, \$42.45
La Cross	Please send me Assortment No. 8 of 8 sets, \$15.85
NAIL FILES TWEEZERS SCISSORS NIPPERS	Address  Jobber's Name
MANICURE SETS	105

To answer an advertisement, tear out page and pin to letterhead

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6



Simple, Safe and Sure Requires Only Heat

KESTER SELF-FLUXING WIRE SOLDER



#### KESTER Acid Core SOLDER

For general soldering and heavier electrical work. Self Fluxing — "Requires Only Heat." Standard size No. 3 about ½ inchin diameter, runs about 30 feet per pound. Packed on 1, 5 and 10 pound spools. Special gauges also available.



#### Kester Rosin Core Solder

For very delicate electrical and radio work. Contains highest quality metals and rosin flux. Standard size about 3/32 inch in diameter, runs about 50 feet per pound. Packed on 1, 5 and 10 pound spools and 18 inch sticks in 5 pound boxes. Special gauges also available.



#### Kester Radio Solder The Household Solder

Here is the small package of Acid Core Solder. So simple anybody can use it. Ten cans (about ½ pound each) are packed per carton. Ten cartons (100 cans) to the case lot.



### Kester Metal Mender

Safe, Sure and Simple—approved by radio engineers. Harmless to the most delicate parts. Absolutely non-corresive flux makes low-loss joints. Ten cans (about ½ pound each) pet cartons (100 cans) to the case lot.

### GENUINE SOLDER

#### CHICAGO SOLDER COMPANY

4213 Wrightwood Avenue, Chicago, U.S.A.

Originators and World's Largest Manufacturers of Self-Fluxing Solder

Your Jobber Can Supply You

To answer an advertisement, tear out page and pin to letterhead

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# Street directory map outside the door

Does your thoughtfulness about your customers extend beyond your front door?

That of Davis, The Hardware Man, of Boston, does—in this way. Just outside the main entrance to the store there hangs a 20" x 25" framed map of Central Boston and Cambridge which shows in detail the location of Boston's many short and crooked streets, as well as a number of its historical points of interest.

Not alone do Davis' out-oftown customers find this directory map very useful in "finding" themselves, and so saving many minutes of aimless wandering about, but even many native Bostonians are glad to refer to the map, particularly when they are in a hurry and want to take a short-cut.

How very simple it is also for the clerks to oblige customers who ask to be directed to some particular address! "Step outside the door, please, and I'll show you how to get there."

# How do people look at a show window?

An investigation made recently in a large European city brought to light the following figures:

67 persons looked at the top of the display.

411 persons looked at the center of the display.

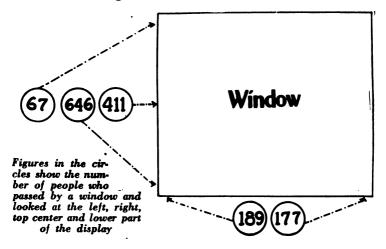
646 persons looked at the bottom of the display.

189 persons looked at the left side.

177 persons looked at the right.

Of those who passed the window during the test, 219 did not look at the display at all.

By referring to these figures the window dresser can decide what part of a trim should contain the goods he desires to feature most prominently.



### Getting the scholars' trade when school opens

(CONTINUED FROM PAGE 39)

out a knife. Why, there'll be pencils to sharpen every day, strings to cut, and games of mumble peg to play; fruit to peel that Mom puts up in my school lunch, and—and—well I'd sure like to feel one rolling about in my pocket!

School days mean early rising and so it is a suitable time to sell alarm clocks. Here again you can use the school setting to draw attention to your display. Write a poster on a small blackboard, saying:

#### KEEP THE YOUNGSTERS FROM GETTING TARDY MARKS ON THEIR REPORT CARDS

The household needs to arise early when school begins. It is hard to HURRY children, and so ample time for proper preparation is needed.

An alarm clock will solve the problem, and help teach children the valuable lesson of PROMPTNESS.

This is surely the season to obey the maxim of "Early to bed and EAR-LY TO RISE!"

Older students, such as those attending high school and college, are prolific spenders when it comes to athletic equipment. Fall sporting goods have a strong appeal.

One dealer in Indiana is always first to secure a list of new students coming from out-oftown districts to enter the local high school. Then he writes them a letter, suggesting a bicycle to use until snow flies, a lunch box, a vacuum bottle, "gym" suits and athletic equipment.

Then each year just after school opens, he invites the teachers of the manual training class and the domestic science class to bring their students to his store on separate days during one study period, in order that they may learn of the wide variety of tools and utensils which are supplied by his store for use in their school work and at home.

# A loan that pays in sales

A hardware dealer in the Chicago suburbs always asks "what's broke?" when a tube of glue is asked for by the customer. In many cases it's the rung out of a chair or some other article broken that can only be successfully mended with glue by being securely held until the glue sets. When this is the case, he loans a hand screw to the customer, but with the proviso that it be returned immediately or a charge will be made.

"One glue sale," says this dealer, "and for the next week all that glue customer's neighbors will be in for glue and the loan of the hand screw,

"As a rule I'm against loans, but this particular loan brings lots of trade in glue, and the best prospective customer for other merchandise is one that comes into your store, no matter what brings him in."

# VECTO the new heat distributor

Warms 3 to 5

—up to 8,000 cubic feet of space

—on fuel used in one stove

Controlled combustion; saves fuel

Easy regulation

One single casting —great strength



Portable

Tenants can buy it

Beautiful—porcelain grey enamel jacket

Low priced; \$99 to owner

The next best thing to radiator warmth

Can be sold on easy, payments

### A new market! A new merchandise profit!

HOW MANY private garages in your town! Each owner is a live VECTO prospect. How many small shops that furnish their own heat with dusty old-fashioned stoves? How many detached small buildings—small offices—oil filling stations and the like?

ALL are prospects for the new VECTO. Tenants or owners, it makes no difference,

for VECTO is portable. They can take it with them when they leave. For VECTO requires no installation.

Your profit is \$33 on each sale. Your capital investment is small; your turnover is fast.

Order a sample VECTO from your jobber or nearest Branch Office. Put it on display. Prepare to get your share of this great new VECTO market.

### AMERICAN RADIATOR COMPANY

Dept V21, 1807 Elmwood Ave., Buffalo, N.Y. Sales Offices in all principal cities

IDEAL BOILERS AND AMERICAN RADIATORS FOR EVERY HEATING NEED



To answer an advertisement, tear out page and pin to letterhead

## Pulling Together!

The manufacturers listed on the opposite page are pulling together with the Izaak Walton League in the interest of conservation.

This means more and better business for the dealers who handle sporting goods.

Will you pull with us?

Let us tell you how. Mail the attached coupon today.

We will also send you a free copy of the League's magazine, OUTDOOR AMERICA.



Hardware Dealers and Jobbers! Find out what the Izaak Walton League is doing to conserve the Sporting Goods Business.

Get a Free Copy of Outdoor America

The following manufacturers of Sporting Goods, Hardware Specialties, etc., are represented in the advertising columns of the September issue of OUTDOOR AMERICA, owned and published monthly by the Izaak Walton League.

ARMS AND AMMUNITION Baker & Kimball Francis Bannerman Sons Francis Bannerman Sons
The Cushion Pad Corp.
Ferry & Co.
A. H. Fox Gun Company
Frank A. Hoppe, Inc.
Hunter Arms Company, Inc.
Ithaca Gun Company
Jostam Mfg. Co.
W. Stokes Kirk
Lefever Gun Company
Lyman Gun Sight Corp.
Marble Arms & Mfg. Co.
The Marlin Firearms Company
The Milford Company
New Method Gun Bluing Company
Parker Brothers Parker Brothers The Peters Cartridge Company The Peters Cartridge Company
Reising Mfg. Corp.
Remington Arms Company
The Solvol Company
J. Stevens Arms Company
A. F. Stoeger, Inc. (Mausers &
Lugers)
United States Cartridge Company
Winchester Repeating Arms Co Winchester Repeating Arms Co.
AUTO TRAILERS AUTO TRAILERS
Auto-Kamp Trailer Company
The Bower Mfg. Company
BINOCULARS
Harold M. Bennett
Boston Sporting Goods Co.
Du Maurier Co. Ferry & Co. Geneva Optical Co. A. K. Hawkes Co. Henderson Brothers Washington Jewelry Co.
BOATS AND CANOES BOATS AND CANOES
Acme Folding Boat Co.
Darrow Steel Boat Company
The Kayak Mfg. Co.
Dan Kidney & Son
King Folding Canvas Boat Co.
Pioneer Mfg. Company
Thompson Bros. Boat Mfg. Co.
BOILERS AND RADIATORS
American Radiator Company
ENGINES AND MOTORS
Elto Outboard Motor Co.
Evinrude Motor Co.
Lockwood-Ash Motor Co.
FISHING TACKLE FISHING TACKLE Angelus Manufacturing Company J. A. Coxe

Lou J. Eppinger Al Foss James Heddon's Sons James Heddon's Sons John J. Hildebrandt L. B. Huntington W. J. Jamison Company Korrect Kor Line Co. William Mills & Son Outing Mfg. Company E. H. Peckinpaugh Co. Prescott Spinner Mfg. Co. South Bend Bait Company Streich Manufacturing Co. Thomas Rod Company Al. Wilson Co.
MISCELLANEOUS Air-Tite Decoy Co. (Decoys)
W. B. Darton (Duck & Goose Straps)
C. E. Dellenbarger Co. (Decoys)
The Goyer Company (Gun Floss)
Hobart Metal Mfg. Co. (Hobart (Hobart Shell Case)
Shell Case)
Korsen Mfg. Co. (Oars)
Patent Decoy Duck Collar Co. (Decoy Duck Collar)
Sportsmen's Equipment Co. (Sporting Goods)
Von Lengerke & Antoine (Sporting Goods)
G. Washington Coffee Refining Co. G. Washington Coffee Renning Co.
(Instant Coffee)
F. M. Zimmerman (Oil for Reels and Guns)
SPORTING POWDERS
E. I. du Pont de Nemours & Co., Inc.
TENT AND CAMP EQUIPMENT Alward-Anderson-Southard Co. Alward-Anderson-Southard Co.
American Awning & Tent Company
Army & Navy Supply Co.
F. O. Berg Company
Coleman Lamp Company
Denver Tent & Awning Company
Jakway & Company
Metropolitan Camp Goods Co.
Woods Manufacturing Company, Ltd.
WEARING APPAREL
G. H. Berg & Co. G. H. Bass & Co. Doublewear Shoe Company Hand Made Shoe Company Iver Johnson Sporting Goods Co. Outing Footwar Co.
F. A. Patrick & Co.
The W. C. Russell Moccasin Co.
United States Rubber Company
Lewis M. Weed Co., Inc.
Witchell-Sheill Company

Mail the attached coupon today

The Izaak Walton League 536 Lake Shore Drive, Chicago, Ill. Without obligation to me, send full information relative to the League and a free sample of OUTDOOR AMERICA.  As Advertised in Good Hardware.						
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When you want something special our salesmen are trained to take care of your special needs. Here are their names and their specialties.

specialties.
George—Tools and Hardware
Roy—Sport Goods
Pete—Paints
Joe—Stoves
Aaron—Chicken Supplies
Miss Bast—Houseware
Miss Preid—Cashier
Jack—Delivery

Advertising the names of sales clerks helps customers to feel acquainted

# Introducing clerk and customer

In order to promote friendship between store salesmen and customers, one hardware firm publishes in its store bulletin the first names of the clerks who wait on trade in various departments.

When buyer and seller get to calling each other by their first name, business is established on a friendly footing with the prospect of increasing sales.

In another store, each salesman wears a lapel button bearing his name, and the customer at once feels acquainted with the sales clerk.

One merchant had photographs of his clerks taken and displayed in the show-window, along with the goods they sold. John Smith, who presided over the sporting goods section, had ribbons leading from his picture to baseball gloves, golf sticks, et cetera. The same idea was carried out with all the members of the selling staff.

These simple ideas enable the merchant to cash in on the personality of his sales people.

# A birthday card for the baby

Let the babies in your community create new customers.

Get the list of babies and the dates of their births from your city clerk. Mail a post-card to arrive on the baby's birthday, stating that you have a present for him if some member of the family calls for it. Let the article be a toy or cup.

The parents will come, even though they have never visited your place of business before and throughout the year you will cash in on new customers.

You might also ask each parent for a photo of baby. Mount the pictures in a baby "Hall of Fame" in your store.

Dirthday Orcotings
To Edward Jones
Aged I year

WE INVITE MOTHER OF DADDY TO CALL
AT OWN STORE AND GET A PREE GIFT
FOR BARY

20TH CENTURY HARDWARE CO.
214 MAIN STREET

Offering baby a simple birthday gift, free, will bring parents to the store

### Value of sport goods

During 1923 the value of sporting goods manufactured in the United States was \$42,000,000, a gain of 30% over the value of sporting goods manufactured in 1921.

## INTERNATIONAL H ATRUCKS R

### "We Despaired of Ever Being Able to Wear It Out"

BEHYMER BROS., whose store is at 222 East Pearl Street, Cincinnati, Ohio, have a long and happy experience with International Motor Trucks. After having run their first International for seven years, they despaired of ever being able to wear it out (that is the way they tell it). The old truck passed into other hands and is going strong today.

Behymer Bros. have owned several Internationals since. The Speed Truck in the photo below has recorded 30,000 mileage in three years and they declare it has not given them a minute's trouble, though that is really too good to be true. ANY truck should be entitled to an occasional display of temperament in 30,000 miles.

Behymer Bros. have used other trucks—they speak by comparison—and many drivers have handled and mishandled their trucks. Their hearty endorsement of International hauling is a guide to retailers and wholesalers.

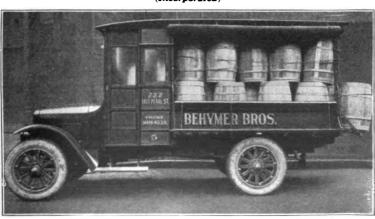
For low-cost hauling, own an International Truck. The line includes a Speed Truck for 1990-lb. loads, the ideal Truck for the hardware dealer, and heavy-duty trucks ranging from 3000 to 10,000-lb. maximum capacities. Write for folders.

#### INTERNATIONAL HARVESTER COMPANY

606 So. Michigan Ave.

of America (Incorporated)

Chicago, Ill.



To answer an advertisement, tear out page and pin to letterhead



This firm advertised leaders sold only to customers who had bought \$1 worth of other merchandise. Only a limited quantity of each item was offered

# A diller, a dollar, a 10 A.M. bargain

In order to stimulate a wider interest in its special anniversary sale, an Ohio hardware firm offered special "10 O'Clock Bargains." A different item was offered each day that the sale was in progress.

The firm set aside a definite quantity of specially attractive merchandise to be sold at a low price.

### A drawing card

For example, on one day of the sale the firm announced it would sell a 6-quart aluminum percolator at 49c., as long as four dozen lasted. Another day it offered galvanized water buckets at 9c. each as long as five dozen lasted. Each of these items went like hot cakes. This feature proved a real drawing card for the sale and brought in customers during the morning hours which ordinarily would be quiet.

## 5 and 10c store in a show-case

A St. Louis hardware store had a show-case that was not working. One of the clerks trimmed it with ice picks, can openers, pie molds, egg whips, and other small items generally retailing from 5c. to 10c.

Every item was plainly pricemarked and the case was placed near the front door, where it sold more goods of this class in one week than had been sold in several weeks. Nearly every woman who entered stopped to look—many to buy.



Is any other line auite so complete?

Big casters, little casters—casters for tea wagons—casters for beds, casters for heavy davenports, for light and dainty tables, for bulky bureaus, chests and chairs-all of them easy-rolling Bassicks.

No need to cast about for casters. Bassick makes them all-and makes them all a little better. Is any other line quite so complete-does any other caster roll quite so easily—as Bassicks?



grade casters for home, office, hotel, hospital, warehouse and factory

To simplify stocks and quicken sales - Special Stock Order No. 25 includes a representative assortment of best selling Bassicks, a liberal supply of advertising material and sales helps-plus a good profit. May we send it?

To answer an advertisement, tear out page and pin to letterhead



When The Perth Amboy Hardware Company gave itself a birthday party, full-page newspaper advertising announced special prices and many demonstrations

# Birthday party a sales event

You like birthdays yourself, so why not decide to give your store one?

The Perth Amboy Hardware Company, of Perth Amboy, New Jersey, gave its store a birthday party last March in the form of a sale. A great variety of bargains were offered and many demonstrations were arranged for.

Full-page advertising space in the newspapers was used and many of the papers published stories showing the progress the firm had made during the 15 years it had been in business.

# Cleaner trim made housewives think

"Stop the passerby!" should be the slogan of every window dresser.

If your windows attract pub-

lic attention, trade is bound to come in at the door. The Hazleton Hardware Company, of Hazleton, Pennsylvania, recently installed a window that stopped passersby and sold vacuum cleaners.

The window was cut in half by an imaginary line. On one side was placed a mop, broom, a bucket of water, a stepladder, brushes and other appliances and tools ordinarily associated with housecleaning.

### Taking it easy

The other half of the window showed the wax figure of an attractive young woman reclining in a hammock, beside which were books, a magazine, a box of candy and other articles intended to convey an impression of ease and comfort and leisure time.

Over the entire display was a big sign, reading, "WHICH?"

The answer to this question was to be seen standing beside the hammock in which the woman was resting. It was a vacuum cleaner.

### Rope Selling Suggestions HARDWARE SERIES—SUGGESTION No. 4

# Rope in the Toy Department

A boy "takes to" rope like a duck to water. If you have ever attended a rope display, you will recall how the boys were eager to feel and handle the rope, asking no end of questions regarding its manufacture or use.

A coil of 1/4" rope displayed in your toy department will create its own demand. A length of this size rope can be used for many purposes, particularly a "lasso" or throw rope.

In order to leave a favorable impression upon the boy and give him a rope that will stand up under the excessive abuse it is bound to receive, be sure you sell him Columbian Tape-Marked Pure Manila Rope.



### Columbian Rope Company

MEMBER OF



322-80 Genesee Street Auburn, N. Y. "The Cordage City"

Branches:

New York Boston Chicago New Orleans



GUARANTEED ROPE

OF THE COLUMBIAN ROPE CO., AUGUSTA, N.Y.

To answer an advertisement, tear out page and pin to letterhead

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### Hardware man also poet

Every hardware man isn't a poet and few poets are hardware men, but A. A. Chickering, of S. Allen & Son's Hardware Company, Greenfield, Massachusetts, is both.

Under the pen-name of Al Ring, many of his creations appear in print. Here is a recent one, taken from a New England

newspaper:

### AUNT FIDELIA'S BATH

There are lots of foolish customs, which society adopts,

Full of hygienic notions, up to

But the lavish use of water often undermines the props

Of our rugged constitutions, sure as fate.

Having read of tragic drownings and bronchitis from the bath, We should limit irrigation, don't you think?

Water renovates the hot dog, or the rose beside the path,

But disqualifies for congressmen to drink.

Did you ever in your childhood sit unwillingly and scrub

While the germs ran up your rafters playing tag?

Have you folded your patellas in a clammy three-hoop tub

In microbic exploration with a rag?

Once I waited for the kitchen, as the youngest of the flock, While a purified procession passed

the door Once I marvelled at strange garments, neither petticoat nor

frock, Near a trail of soapy footprints on the floor.

Once my sisters worked the pitcher, batting tidy, I believe,

While my brother muffed the soap below his face;

But Fidelia filled the bleachers in the uniform of Eve.

And she loitered fourteen innings on her base.

While a woman in a kitchen is ambitious when she works,

And she proudly takes the pennant when she scrubs,

I have never yet discovered why so shamefully she shirks.

And procrastinates an hour when she tubs.

Now, my maiden aunt, Fidelia, was particular and prim

With her toilet, her complexion and her duds;

And she loved to stall her motor in a sanitary swim

While she overhauled her chassis in the suds.

As she bleached her epidermis it is possible she dozed;

She forgot to fill the kettles while she soaped.

Once I offered to assist her, but the door was tightly closed,

So the fire and water mated and eloped.

When she reached a satin finish nakedness her cloaked,

I abluted with embarrassment and wrath;

Since I had to use the water where Fidelia sat and soaked,

I have never much enthused about a bath.

Careful investigations reveal that GOOD HARDWARE is now read by more hardware dealers and their employees than any other magazine published.

### Devoe Home Improvement Plan Wins High Praise

### Devoe Agents Report Splendid Results From Exclusive Devoe Plan!

Is the Home Improvement Plan a success? Are Devoe Agents supporting it? Is it taking away business from the dealer or bringing new business to him?

The most authoritative answers to these questions should come from the dealers themselves. On this page are reprinted excerpts from the sheafs of enthusiastic letters Devoe has re-

ceived from its agents.

Read these opinions carefully. They prove beyond question that paint dealers are eager for the right kind of installment plan—and that the Devoe Home Improvement Plan is the right

How the Devoe Home Improvement plan differs from the ordinary installment plan; how it protects dealers; how it produces new business; these are subjects we shall be glad to discuss with any dealer.

#### DEVOE & RAYNOLDS CO., INC. 1 West 47th Street. New York

#### Only Dealer Aid to Painter Business

Writes R. B. Dickson, The Allied Coal and Material Co., Indianapolis, Ind.: "We believe that the Devoe Home Improvement Plan is the only thing that will enable dealers to secure their proportion of the painting business of their communities, and every home owner will spend one hundred or one hundred twenty-five dollars to have his property property protected and beautified by paint, and in 97% of the cases this amount is not available in cash because this same home owner has an installment obligation to meet every month with the ment obligation to meet every month with the automobile company, phonograph vacuum sweeper or furniture company. quently if we are going to get our proportion of the home owner's dollars, we must necessarily sell him in competition with these firms who are doing installment business.

#### Devoe Plan Better

Writes Akin-Denison Co., New Bedford, Mass.: "We firmly believe the Devoe Operating Plan through the dealer is much the better method. We in New England are apt to be conservative and therefore we feel that in time, with your splendid co-operation and advertising, plus Devoe quality, we will surely gain business in the future.

#### Fifth Contract

Writes F. R. D. Renwick, The Log Cabin Store, River Edge, N. J.: "We have just finished our fifth contract with another satisfied customer. This last house has not been painted in 20 years owing to the lack of cash available to have same done. The Home Improvement Plan was introduced and accepted and this particular building has now become a 'beauty spot' instead of 'eye-sore'."

#### Completed Eight Jobs

Writes John McElroy, Proprietor of The Kedzie Fair, Chicago, Ill.: "My experiences with the Home Improvement Plan have been very pleasant. completed eight jobs so far this season and I have several prospects. I know I have sold paint this way that I could not have sold otherwise as some jobs are 10 miles from the store.

#### Heartily Endorse Plan

Writes J. J. Leonard, South River, N. J.: "We found the Devoe Home Improvement Plan works out very satisfactory and we have been able to obtain a number of jobs for complete houses, due entirely to the fact that a good many people are unable to pay at once for having their property painted, but are able to finance it on the deferred payment plan. We most heartily endorse this plan and hope that same will be continued next year."

#### Increased our Sales

Writes G. E. Carter, President, Builders Lumber Company, Inc., Port Arthur, Texas: "The installment plan of painting and repairing houses has been offered to the people of Port Arthur. This is a workingman's town, and not many people that can pay cash on a job running from two to three hundred dollars. However, we have succeeded in selling a number of reliable people that could pay down from twenty to thirty per cent of the initial cost and the balance in from five to ten months' time This has increased our sales and also permitted the home owner to keep his place in good condition.

# Every home needs a

## BLUE S WHIRL

Why not cash in on this need by selling this nationally advertised brand.

Give Blue Whirl prominent display room in your store, and the fine quality and good looks of the beater, the neat packaging and advertising, will do the rest.

Blue Whirl has been tested and approved by Good Housekeeping Institute and Priscilla Proving Plant.

This advertisement appears in the October issues of The Ladies' Home Journal and Good Housekeeping.



### THE TURNER & SEYMOUR MFG. CO. TORRINGTON, CONNECTICUT



### THE EASIEST STRIP TO HANDLE

For Dealer-For User

Home Comfort Weatherstrip is the easiest strip to merchandise. As it is rolled on reels of 500 feet, you can cut off the exact amount each customer wants, with no waste in left-over ends, breakage or deterioration. A handsome, serviceable display stand with sign lithographed in four colors is given with your initial order of one or more 500-foot reels. Compartments on the back of the sign contain packaged tacks and circulars. Display this stand on your counter. It takes up little room and will increase your weatherstrip sales.

weatherstrip sales.

Home Comfort Weatherstrip is easy to apply; simply tack it on. This is one of the reasons why it sells so well. It is the nationally advertised weatherstrip. Large advertisements in the Saturday Evening Post, Good Housekeeping and other national magazines tell people to get Home Com-

fort Weatherstrip from their hardware dealer.

Order from your jobber today, or write us for prices. Home Comfort Weatherstrip, including enameled rustproof tacks to match, retails for 10c per foot for the maroon; 13c per foot for the white. Insist on genuine Home Comfort. Imitations cause dissatisfaction.

E. J. WIRFS ORGANIZATION,

118 S. 17th Street, St. Louis, Missouri

Home Comfort Weatherstrip

To answer an advertisement, tear out page and pin to letterhead

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### A Plan



### That Brings You Profits

Tear out this page and send it to us with your letterhead. You will receive a special introductory sales plan we are offering. It tells how we will help you sell Red Cross Furnolas. Don't let the chance go by without at least investigating it. Do this today.

### RED CROSS FURNOLA

Combining the important features of present-day cabinet heaters with several exclusive Red Cross improvements has enabled us to produce a product of decided superiority.

The Red Cross Furnola, when once sold, stays sold and is a source of constant comfort to your customers. The Red Cross Furnola is backed by an experience and reputation gained through 70 years in the manufacture of heating equipment.



Co-Operative Foundry Co., Rochester, N.Y.

Manufacturers of Ranges and Furnaces exclusively for more than half a century.



Trade Mark Reg. U. S. Pat. Off.

To answer an advertisement, tear out page and pin to letterhead





No. 5. Perfection Cross Cut Saw



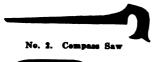
No. 53. Hand Saw, Ship Point



No. 65. Hand Saw, Ship Point



No. 64. Hand Saw



No. 50. Coping Saw

### Buy These Standardized Saws, Saw Tools and Saw Specialties

Hardware merchants who are in business to serve the saw and saw tool users dependably, and to make a legitimate profit on sales can increase turnover and earnings by stocking this well-known line exclusively.

### Order From Your Usual Source of Supply

Insist upon being supplied with Atkins goods. Accept no substitutes. Buy only these better saws, saw tools and saw specialties, which are advertised in many of the leading magazines and trade papers, and backed by over 68 years of successful manufacturing experience.



### E. C. ATKINS & COMPANY

ESTABLISHED 1857 THE SILVER STEEL SAW PEOPLE

Home Office and Factory, Indianapolis, Indiana

Canadian Factory, Hamilton, Ont. Machine Knife Factory, Lancaster, N. Y. Branches Carrying Complete Stocks in the Following Cities:

Atlanta Chicago Memphis Minneapolis New Orleans New York City

Portland, Ore. San Francisco Seattle Paris, France Vancouver, B. C.

To answer an advertisement, tear out page and pin to letterhead

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HERE you see pictured (in our October "Good Housekeeping" advertisement) the fast-selling Sanitrox Creole Coffee Pot—the beautifully-shaped, durable, scientifically correct "drip" pot so popular everywhere. Sanitrox advertising to millions of housewives month after month is planned for your benefit. We co-operate in other ways too. WRITE.

### COLUMBIAN ENAMELING & STAMPING CO. TERRE HAUTE. INDIANA

New York Office

407-9 Broadway



Do you think that a youngster who has been the proud owner of a Sherwood Spring Coaster, or Sherwood Skates, or Sherwood Skis, will ever accept voluntarily any other than a Sherwood Sled? Not muchly. No siree. He's gotter have a

### **Sherwood Sled**

He knows how they can be steered without dragging the feet and he knows how easy it is to curve the runners throughout the entire length. He'll tell you how the non-skid grooves add to the speed and the chances are that he knows the bumper is made of the best white ash.

And in skates it must be

### **Sherwood Safety Racers**

Brightly polished, rust resisting, nickel-plated finish—and they not only have that quality "look" that so appeals to the youngster, but thousands of kiddies know about the expanded axles. They have told their parents not to worry about a wheel losing off—because with Sherwood the axle nuts won't come off.

There are many exclusive features on all Sherwood products.

Write today-right now and say "Send me your sales plan."

Sherwood Bros. Mfg. Co. Canastota, N. Y.



### Wickwire Spencer Steel Company

General Offices: 41 East Forty-second Street, New York

Worcester Buffalo San Francisco Cleveland Los Angeles

Chicago

Detroit





# We Help You to Sell Hardware

Send in the Coupon and we'll tell you how it's done

TEAR OFF ALONG THE WELL KNOWN LINE

ALONG THE WELL KNOWN INC. Y.

ALONG THE WELL KNOWN INC. Y.

ALONG THE WELL KNOWN INC.

ALONG

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# meets the requirements of the nation's leading jobbers

YOU, Mr. Dealer, can profit by the discrimination and experience of the country's leading Jobbers. They have selected the Horton in preference to other makes of Washers and Ironers.

Jobbers are very exacting in their demand for quality, efficiency, salability and the reputation of the manufacturer back of the product.

Horton jobbers have found that the Horton line measures up to all these requirements and more. This is why they have adopted Horton as their leading line of Washers and Ironers.

Whether it be a Horton wood tub washer, whether it be a copper tub model, rest assured it is the finest of which the heart and hand of man are capable of building.

The Horton line is complete. Three different models of dolly type washers to offer city or farm prospects. Three models of electrically driven washers in dolly or suction cup types. Two models of ironers each with a full open end which irons everything.

In every section of the United States—in every jobbing center, strategically located to give immediate service—is located a leading Jobber who distributes the complete line of HORTON Washers and Ironers.

If you do not know the one nearest you write us. We will gladly advise you together with full details regarding the Horton line.



HORTON No 33—the actor of perfection on dolly type electric washers



WASHER No 30—Weer P

### HORTON MANUFACTURING COMPANY 1942 Fry Street Fort Wayne, Ind.

FOR EVERY PURSE AND PURPOSE THERE IS A HORTON WASHER AND IRONFR





# Today the swing is to Casements

Virtually every bungalow, residence, flat and apartment house being built today has its full share of casement windows.

Home-owners want the added charm . . . the extra ventilation . . . the abundant light casement windows alone provide. They want casement hardware that's right to the last detail—Monarch Casement Hardware!

The Monarch Control Lock—the only casement operator on the market with no gears, no ratchets, no keys—no rattle.

The Monarch Automatic Casement Stay to hold in- and out-swinging casements, transoms and pivoted windows secure at any angle without rattle.

The Monarch Casement Check—the handsome, sturdy device which permits casement windows, transoms, chest and window seat lids to be opened or closed as much or as little as desired!

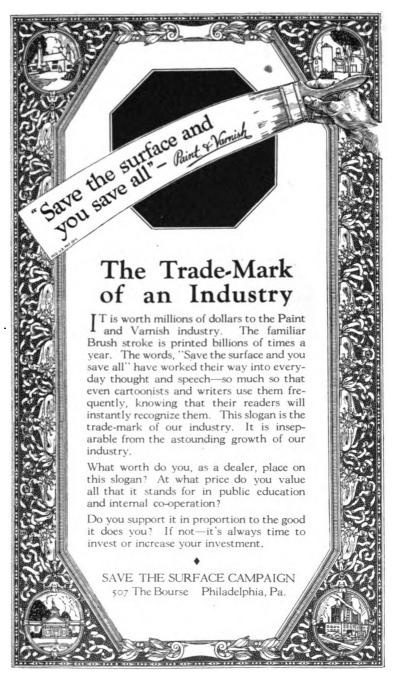
OUR ILLUSTRATED MANUAL explains method of application—gives complete list of finishes. Write for it.

### MONARCH METAL PRODUCTS COMPANY 4980 Penrose Street St. Louis, Mo.

Also Manufacturers of Monarch Surface Bolts

### MONARCH CASEMENT HARDWARE

To answer an advertisement, tear out page and pin to letterhead



Send for This New Hamilton Display!



Here is a plan that will greatly increase the sale of Hamilton Rifles for the dealer who will avail himself of its help.

Our experience has shown that wherever Hamilton Rifles are properly displayed they immediately create an overwhelming interest with the boys in the neighborhood.

Our dealers have asked us for a better means of properly displaying Hamiltons. We have accordingly worked out a large, strong, beautifully colored display stand that will hold three Hamilton Rifles. It is not only strong in sales value, but strong in construction. Placed in your window or on your counter inside, it will immediately catch the eye of every gun-loving man and boy who sees it. who sees it.

wno sees it.

This display is expensive, and cannot be sent broadcast, but to every dealer who will order three Hamilton Rifles, it will be sent free. Order the rifles from your jobber, and write us requesting the display. Or if you now have three or more Hamiltons in stock, let us know. We want every real Hamilton dealer to have

this display.

C. J. HAMILTON & SON PLYMOUTH, MICH. 323 HAMILTON STREET

22 Calibre

Hamilton 15 shot Repeater \$12.00

Hamilton Single Shot \$3.00 and \$3.50

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# The fastest-turning product in all three of Buten's stores

WHAT is the secret of making money in the paint business? "It's turnover," say M. Buten & Sons, paint merchants of Philadelphia. In all three of their successful stores this live concern concentrates on quick-selling, fast-turning items.

Take white-lead, for instance. They sell but one brand—Dutch Boy. They have sold it for seventeen years, increasing sales from  $7\frac{1}{2}$  tons in 1907 to 162 tons in 1924—an increase of over 2000%.

"We have found the fastest-turning product in our three stores is Dutch Boy white-lead," say M. Buten & Sons. They write that since they began handling Dutch Boy white-lead exclusively "we have been able to cut down our stock and lessen our investment and overhead."

Alert merchants like Buten & Sons are making money on Dutch Boy white-lead itself; but more than that, they are reaping an additional profit from the sale of brushes, oils, turpentine and other prod-

ucts that go hand in hand with white-lead.

Do home-owners, painters, business men in your community place your store as the Dutch Boy store? Make them. Install a Dutch Boy window, use a Dutch Boy movie slide, put a cut of the Dutch Boy on your bills and letter-heads, enclose Dutch Boy folders with each package that leaves the store.

We shall be glad to send you any of this material if you will write our nearest branch, or mention it to the Dutch Boy salesman next time he calls.



#### **NATIONAL LEAD COMPANY**

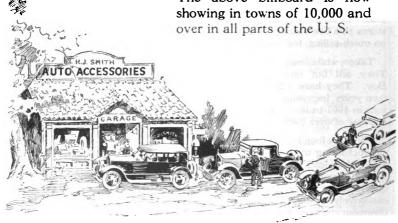
New York, 111 Broadway; Boston, 131 State Street; Buffalo, 115 Oak Street; Chicago, 900 W. 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 W. Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Pa., 315 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

Dutch Boy White-Lead



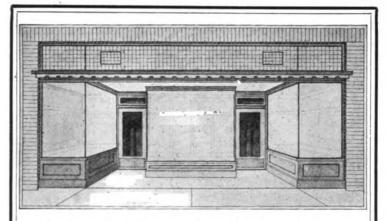
THESE billboards turn the auto lamp trade in your direction if you sell National MAZDA auto lamps.

The above billboard is now over in all parts of the U.S.



# NATIONAL MAZDA AUTO LAMPS A GENERAL ELECTRIC PRODUCT

To answer an advertisement, tear out page and pin to letterhead



### LET US SEND YOU THIS BOOK OF HARDWARE STORE FRONTS

We have just published a special Book of Designs of Kawneer Store Fronts for the hardware trade. If you plan to build or remodel your store you should have a copy of this new book.

Many Hardware Dealers are now paying their rent from extra sales pulled in by their—

Kawneer STORE FRONTS

KAWNEER COMPANY

2805 Front St. NILES, MICH.

Send Book of Designs of Kawneer Store Fronts for the Hardware Trade.

Just pin the coupon to your letterhead Name\_\_\_\_

Address\_\_\_\_



The Hemco fall campaign starts with the Sept. & thissue of the Saturday Evening Post. Effective halfpage ads will appear frequently in both the Post and Liberty.

Watch for these ads and use them to help you build sales.

# Announcing New Low Prices to Increase Your Profits

Hemco has reduced prices. That means thousands and thousands of additional sales—starting NOW.

More than a million Hemco plugs passed over the dealers' counters last year—in spite of prices

higher than competitive plugs.

Such tremendous production makes possible NEW LOW PRICES. Lower prices will bring quicker sales, greater turnover, and more profits for you.

### National Advertising to Tell the Story

To guarantee greater turnover, Hemco is telling millions of customers about its price reduction and additions to its line, with smashing half pages in both *Liberty* and the *Saturday Evening Post*.

Tie up with this campaign. Display Hemco products and be sure you have a good supply of all models in stock.

GEORGE RICHARDS & COMPANY
557 West Monroe Street, Chicago, Ill.

# HEMCO

HEMCO TRIP-LITE—The three outlet plug. Outlets specially threaded to take standars sprew or clamp type shade hold



HEMCO TACH-LITE—The side outlet plug. Allows lamp to be used in vertical position. Out lets, as shown, threaded to take any standard screw or clamtype shade holder. Formerlesold at 75c—Now 60c.



HEMCO TEE-PRONG—The plug for flush (wall) receptacles Provides two slotted outlets to takeanystandard parallel blade attachment caps. Very smalt size—neat and unobtrusive. Sold everywhere at 50c.

HEMCO TEE.LITE—Simila in design to the Hemco Tee Prong, except that standars screw shell ossilets are provider instead of slots. Takes an standard attachment plug



# ~ the PERFECT gas range!

WE can't tell you all about Series 80 in this announcement And we can't begin to esplain to you here the wonderful Globe plan of deeler co-operation. WRITE TODAY and let us give you the whole thing. It will place you under no obigetion whatsower

THE GLOBE STOVE AND RANGE CO. 104 BROADWAY

KOKOMO. INDIANA

Here, truly, is gas range perfection! Perfection in finish, perfection in design and construction, perfection in cooking efficiency.

SERIES 80 is the high water mark of Globe's halfcentury of range building.

SERIES 80 is a triumph for Globe --- and a way to more sales for merchants everywhere.

Not built to compete with "cheap" ranges. Yet, it's price, considering the high quality, will make your customers recognize it as the greatest of all gas range values.

GLOBE STOVES PANGES AND FURNACES

# As old as the state of NEBRASKA

In the year when Nebraska was admitted to the Union, Jacob J. Vollrath, the founder of The Vollrath Company, began his first experiments in enameling.

It was those experiments that put Vollrath Ware in the lead. Because such experiments have been carried on even into the second and third generations, Vollrath Ware has retained and increased that leadership.

The present owners of The Vollrath Company are proud of the position which their organization holds. At the same time, they are mindful of the obligations which go with that position.

They know that leadership has its penalties as well as its advantages. The successful manufacturer always has his imitators.

But one of the really fine things that has grown out of Vollrath leadership is the large group of dealers—themselves leaders in the trade—who know Vollrath Ware and who handle it because it is the leader in its field.

This group is growing larger every year, as more and more



American housewives awake to the advantages of Vollrath Ware.

Refrigerator Dishes

Percolator. Has an inset that is enameled both inside and out. No metal comes in contact with the caffee.



Roaster. Extra deep pan and extra high cover; vent in cover; handle at each end instead of on top.



WOLLRATH WARE

THE VOLLRATH COMPANY, SHEBOYGAN, WISCONSIN ESTABLISHED 1874



## SAPOLIN Nº66 ### STOVE PIPE ENAMEL FOR ALL METAL SURFACES

Indoors — Outdoors — all around the home, Sapolin No. 66 prevents rust and stands high degree of heat.

SAPOLIN Decorative Specialties — Enamels, Stains, Gildings, Bronze Powders and Bronzing Liquids, etc., have been unquestioned leaders for nearly 50 years. An assortment on your shelves, with our effective dealer helps in your window, will prove a very profitable combination.

FREE Send for this Book

### GERSTENDORFER BROS.

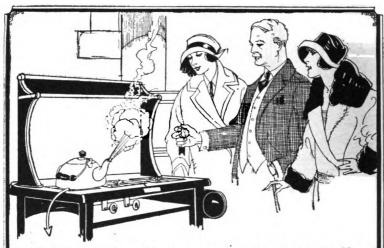
229 E. 42nd St.

New York, U. S. A.



of the SAPO-LIN line with illustrations of the labels in actual colors.

Digitized by Google



2 qts. of water raised from 45° to boiling



-in 6 min. on the new KITCHENKOOK



-in 7% min. on an ordinary city gas range



-in 21 min, on a popular make of kerosene range

### The Demonstration that Sells

Demonstrating the merits and unique features of the Albert Lea Kitchenkook is something different, for the Kitchenkook is entirely different from the ordinary gasoline or oil stove. Generate the master burner and in

line or oil stove. Generate the less than three minutes all burners are ready; turn them on or off as wanted, just like city gas. Women are delighted with the remarkable speed and cleanliness of the Kitchenkook. Operating under air pressure, direct contact flame, no heat wasting chimneys, make it hotter and faster than any other type of liquid fuel stove, faster even than city gas at only a fraction of the operating

Kitchenkook advertising is bringing the facts about this faster, better stove to prospective buyers everywhere, creating new business for Kitchenkook dealers.

Full particulars about the complete line, consisting of fourteen popular models, and terms under which you can secure exclusive sale in your town, sent on request.

American Gas Machine Company, Inc.
Albert Lea, Minn.

New York, N. Y.



This safety test demonstrates the remarkable safety of the Kitchenkook. The illustration is a reproduction of a photograph made while the stove was burning. Any Kitchenkook dealer can make this demonstration with any Kitchenkook.

KITCHEN KOOK



# New Leonard

Write for details of our great Advertising and Dealer Helping Campaign READY!—the New 1926 Models of the Leonard Cleanable Refrigerator. Learn about the new insulation—Compressed Corkboard 1½ inches thick; new Cup Coil Cooler; new food chamber features; many other new ideas! Out of our 80 numbers, 32 are especially suitable for *Electrical Refrigeration*. Start now with the Leonard—Leader for 43 years.

GRAND RAPIDS REFRIGERATOR COMPANY GRAND RAPIDS, MICH.

Permanent Exhibits

CHICAGO:

Furniture Mart (Second

GRAND RAPIDS:

Keller Bldg. (First floor)
NEW YORK:

World's Tower Bldg., 110-112 W. 40th St.



C. H. LEONARD

Pioneer of Home
Refrigeration



HYGRADE DEPARTMENT OF BENSON HARDWARE CO. LOS ANGELES

### Benson Hardware Co. sells \$5,000 worth of Hygrade Lamps a year

Selling \$5,000 worth of incandescent lamps in one hardware store, even in Los Angeles, is a notable record.

But we suspect that the Benson boys would succeed anywhere. Store neat and trim, shelves well stocked, every man on his job. Real selling, coupled with the quality of Hygrade lamps, has increased the Benson incandescent lamp business 300 percent since they switched to Hygrade in 1922.



### HYGRADE LAMP CO

GENERAL OFFICE AND FACTORY





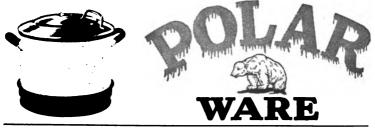
# Now is the time of all times for an ample stock of POLAR WARE

People are returning from vacations. Fall housecleaning is starting. The winter's routine is being planned for. Discrepancies in kitchen utensils are now being discovered. Right now is the time to have an ample stock of Polar Ware. And to display it in your windows and store shelves.

Certain Polar utensils will be in especial demand. The Polar Roaster, for preparing Hallowe'en, Thanksgiving and Christmas feasts. The Polar Waterless Cooker, for the heavier meals to meet the greater demands of autumnquickened appetites. But any customer who uses these Polar articles won't be content to stop there. Pots and pans, bowls and ladles—all will be wanted. Display them now.

National advertising is developing your market for you. Polar Ware is no stranger to your customers. It will pay you well to get them even better acquainted.

# THE POLAR WARE COMPANY SHEBOYGAN, WISCONSIN



To answer an advertisement, tear out page and pin to letterhead

Digitized by Google

### Just What Every Builder Always Has Wanted!

A quality line of cupboard latches—including models with glass and opal knobs that are absolutely practical.

# DEXTER Cupboard Latches









DEXTER Tubular Cupboard Latches set into the door yet require no gouging or mortising. As the illustration shows, boring two holes is all that is necessary to



install them. Positive in action; practically indestructible; extremely good looking; moderately priced.

Investigate!

Descriptive literature on request NATIONAL BRASS COMPANY 1605-13 Madison Ave., S. E. GRAND RAPIDS, MICHIGAN

# Trims made sales during Fire Prevention Week

(CONTINUED FROM PAGE 43)

This jingle sold the metal waste-paper baskets:

A supposedly dead match Will not get the blame If thrown in this batch— There's no harm in the flame.

Advertising calenders were offered free with:

Mark the date and renew
When your fire insurance is out;
Then in case of a fire
You'll have this to be thankful
about.

This merchant claims that during the week the window was installed, his sales beat all records in the history of his store.

### The Grouch!—

How I detest the grouchy pest, Whose tongue is sharp and flaying!

He ramps around and makes a sound

Just like a jackass braying!

Some little slur is sure to stir His ire—flashing red!

He opes his lip and lets 'er rip!
Words better left unsaid!

Far sweeter, boy, to peddle joy; Than yield to peevish guile! The darkest day on life's rough

way
Is brightened by a smile!

So prithee smile! It is the style That's more than passing fair! The cheerful bird, with kindly

word,

Is welcome e-v-e-r-yw-h-e-r-e!

(Copyright, 1925. Rights reserved.)





Write us and find out how to get this Self-Merchandiser FREE. Dealers tell us it's a fast worker and makes quick sales.



### Smashing All Previous Sales Records

This means that last year's record of 40 million Patch-&-Heat Units—repeat business produced by the sale of Shaler Vulcanizers in previous years—will be broken. Will you make the original vulcanizer sale and start this big repeat business your way? Write for window display and get the good of our national advertising.

C. A. SHALER CO., 1608 Fourth St., Waupun, Wis.



# The Connecting Link with Boy Profits

This is more than an attractive sign that displays the Daisy Air Rifle to the boys in your neighborhood. The smiling face of the "Happy Daisy Boy" ties up your store with the Daisy advertising which reaches millions of boys all over the country in their favorite publications.

THE DAISY MANUAL

The Daisy Manual is just full of interesting matter for boys—how to shoot how to drill, how to take care of a Daisy Afr Rifle. Send for a supply for free distribution to the boys in your neighborhood.

Modern dealers are becoming aware of the value of cultivating boy trade. Today their trade may be small, but it is profitable. In a few short years they will become customers who buy shotguns, automobile accessories, tools and sporting goods, in a way that counts up into real money. Join the "Cash in on Saturday" movement. Make a window display for each Saturday that will bring the boys your way, and let them know you want their trade.

Start with the Daisy Display Rack. Get a supply of our Daisy Manuals, and offer them for free distribution. This book is full of interesting reading for boys, and they can get it only from Daisy Dealers. Write us today for full particulars of our plan for boosting boy trade in your store.

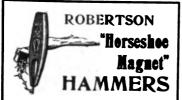
### DAISY MANUFACTURING COMPANY Plymouth, Michigan, U. S. A.

Pacific Coast Branch:
Phil. B. Bokeart Co., Managers
717 Market Street,
San Francisco, Calif.

Southern Representatives:
Louis Williams & Co.,
28 Nool Block,
Nashville, Tenn.

# DAISY RIFLES

Digitized by Google



#### THE HAMMER HOLDS THE TACK

The Original "Horseshoe Magnet" Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

The Best Magnet Hammer on the Market ORDER FROM JOBBER

Sliver Medal Panama-Pacific Exposition ARTHUR R. ROBERTSON

Sole Mfg.
Boston, Mass.
Trade marks registered U. S. Pat. Office

# DELTA No. 10 Electric Hand Lantern



Lights The Way To Dealer Profits
Unexcelled for all outdoor uses.
Stock now for Spring Demand.
Campers, Fishermen, Motorists,
Farmers buy on sight.

An All Year Seller and Prefit Maker
Write or wire today for dealer
discounts

DELTA ELECTRIC CO. 170 Delta Block, Marion, Ind.

# The Guide To Bigger Profits



This remarkable 136-page book, with hundreds of illustrations, was written especially to help increase sales in hardware stores.

For 33 years we've been helping hardware merchants increase profits by increasing sales per customer. What we've done for others we can do for you.

Our men are at your service, ready to show you how to cut down inventory, and to make sales grow on less capital invested.

Asking for the book puts you under no obligation—send the coupon NOW!

### W. C. HELLER & CO.

767 Bryant St. 20 Vesey St. Montpelier, O. New York City

-COUPON-

W. C. HELLER & CO. Montpelier, Ohio

Please send without charge, and without obligation on my part, your guide to bigger profits—reference book No. 27-1, on Hardware Store Fixtures.

Address

To answer an advertisement, tear out page and pin to letterhead

Digitized by Google



# Price Is Forgotten Long After Witt Can Quality Is Remembered

This is the age of quality. We have outlived the time when price alone was the factor in buying. In no better way can the common sense of quality be demonstrated than in the cans you stock. In the Witt Line there are many outstanding quality features that make them sales leaders.

Witt Cans possess envied and recognized merit from coast to coast. They are the most extensively advertised Cans on the market today—

everywhere they are the standard of can values.

In selling Witt Cans you strike a note of prestige as well as offer an article that has no equal for service. Every Witt Can has a yellow tag guarantee, which broadly asserts it will outlive 3 to 5 ordinary Cans.

Stock this popular seller today and get your share of the Can business. Your jobber will supply you—if he cannot, write:

Department C

### THE WITT CORNICE COMPANY CINCINNATI, OHIO

Manufacturers of



# CORRUGATED CANS and PAILS

The Brighton Pail—

An active member of our fine medium weight line—many steps above the ordinary light pail in everything but price. Ideal for the special sale. Include it in your order.

# Marlin Give Them The Gun They Want

Famous for Accuracy and Hard Hitting



12-gauge, Hammerless. Made in 20-gauge, Model 44-A. THE Marlin, greatest game gun, delivers every bit of pattern and penetration they load in the shells. Your shooters know its fame and want it.

Sell the guns the shooters want, that pull down the long shots and take the trap prizes. Stock the full Marlin line—super-accurate, hardest-hitting Shotguns and Rifles. All Jobbers. Write for Catalog.

THE MARLIN FIREARMS COMPANY, 155 Willow Street, New Haven, Conn.

TWINSEAM



## Genuine Armstrong Adjustable Dies

FOR PIPE 1/8 — 4 in.





OR ROD 1/4 — 2 in.

Made by

THE ARMSTRONG MFG. CO. BRIDGEPORT, CONN.

# Ā

To Hang Up Things

### Moore Push-Pins

Glass H eads—Steel Points

Counter Display Cabinet



159-10c Packets

### Moore Push-less Hangers

Scientifically Constructed for Strength Send for Dealer Offer

MOORE PUSH-PIN CO.

Philadelphia, Pa.

## **Ready For Action!**



### STUBBY ROD AND REEL

A Complete Fishing Outfit

Fishermen, Tourists and Campers use "STUBBY" because He's always ready for action. Can be put together and taken apart in 30 seconds.

Easily Carried. Ideal for Casting, Trolling and Still-Fishing

Nationally Advertised



The American Display Company Dayton, Ohio, U. S. A.

### Take These Steps to Greater Profits



# The All Metal WEATHERSTRIP

Now is the time to prepare for fall weatherstrip sales. Fill in and send us the coupon below today. You'll never regret it. It will be a step to more business for you. Hundreds of dealers have done it, and are now doing a bigger weatherstrip business than ever before. The exclusive features of the Economy All Metal Weatherstrip have won the approval not only of home owners, but contractors and carpenters as well. Economy can be quickly and easily installed by anyone. It is the most logical weatherstrip for the hardware trade.

We furnish you with a complete sales and advertising plan. Ask your Jobber Salesman for further information, or





In Handy Cartons

"Economy" c o m as packed in handy cartons containing complete equipment for one door or window, including nails and instructions.

Econor 2531 H Send sales p	ny l Iome l, wi olan,	letal r St., ithout prices	Weat Chic oblig and	herstri ago, I gation, your	p Co., il. descr trade	iptive discou	literature,
Name							





Warehouse Door

Hangers

No. 17

MANY builders and architects who want "the right hanger for every door," specify Allith hangers and hardware.

The high car-bon steel and malleable iron that goes into Allith designs insure long useful service, with maximum car-rying weight for busy doorways.

Above is shown Allith No. 17 Warehouse Door Hanger for doors from 134 inches to 31/2 inches thick. Approximate carrying capacity 2,000 pounds.

No. 6 double adjustable hanger is designed to accommodate doors from 13/4 inches to 33/8 inches thick with approximate capacity

of1,000pounds.

No. 6

No. 3 Allith Fire Door hanger - built of malleable iron with roller bearings. For doors 13/4 in-ches to 23/4 in-ches thick. Capacity of 1,000 pounds.

No.3

"The right hanger any of the Allitn designs, and be for every door"

#### No. 68

No. 68 Hanger is shown above. For use with Allith No. 67 trolley track. Wheels are 3 inches in diameter — mal-leable and steel construction throughout.

Write for full particulars on sure you have our new No. 91 Garage Hardware catalog.

#### ALLITH-PROUTY COMPANY Danville Illinois

Manufacturers of: Door Hangers Rolling Ladders Overhead Carr Fire Door Hardware Garage Door Hardware Spring Hinges Overhead Carriers

Representative Jobbers Distribute A-P Products "THE SIGN OF QUALITY"



### The "Smile Shave"

#### brings re-orders at a Profit



# The BetterBlade

#### Because

— made of highest grade Swedish steel.

—bevel edge is ground deeper and finer than other blades.

—surface of blade is ground flat, lays flat, and fits the razor or sharpener perfectly.

—Radium blades are made to sell in the hardware store. There are good profits in handling them. They are a quality blade, but not for cut price distributors.

### Free Samples to Dealers





Dealer Show Cards, Electros, Folders and Cartons for display furnished on request.

Made by

The Radium Cutlers OTTO ROTH, INC.

NEWARK, N. J., U. S. A.

# TAPPET SET

The Williams line of Tappet Wrenches is complete. Set No. 53 shown here, while containing but six wrenches, two to a size, covers the requirements of the most popular motors. No. 54 set, consisting of eight wrenches, covers every size S.A.E. Nut and Cap Screw from 1/4 to 11/16" inclusive on any car or truck made.

Literature?

### J. H. WILLIAMS & CO.

"The Wrench People"
New York BUFFALO Chicago



### And Now—

a meat tenderer that actually tenders meat



#### Every home needs one of these New, Handy Kitchen Utensils

The Kluster-Knife is not a "pounder." Its 15 sharp knives cut through the meat's tough fibres without bruising or mashing. Also used as a mincer, chopper and cleaver. Sells readily; excellent profit. Knives of high grade nickeled steel; handle finished in white waterproof "Duco" enamel. Facked in individual cartons. Neat counter display free.

Test it in your home. Sample sent on request. Write today to Dept. GH.

HOUSEHOLD HELPS, Inc. MUNCIE, INDIANA

KLUSTER-KNIFE



# Quality SPRA

The LOWELL Baby Fountain Compressed Air Sprayer

**HE** value to any dealer of The value to any Lowell Quality Sprayers is not confined alone to quick sales and generous profits. The absolute satisfaction and long-time perfect service they render their users is a real factor in building sound good-will.

This extremely popular, moderately priced Lowell "Baby" Fountain Compressed Air Sprayer is but one of a complete line of highest quality, double-tested sprayersboth compressed air and hand types.

> Write for illustrated Booklet describing entire line.

LOWELLSPECIALTYCO., Lowell, Mich., U.S. A.

### A Real Package Sealer FREE

Write for our special advertising tape proposition, which includes a

### NATIONAL PACKAGE SEALER

A perfected, substantial time- and money-saving store fixture, used to-day in thousands of stores.

Nashua Package Sealing Co. NASHUA, N. H.



IN SECTION IN

Here's a real seller for you!



The Craftsman Ax

The kind of an ax home owners, farmers campers want a serviceable fellow at a price. The kind moderate price. The kind that serves all purposes, requires no expert care and is economically replaced if lost. That's where weeker profits like for where extra profits lie for you-in repeat sales on a moderate-priced tool.

Quality! Service! Profit!

THE CRAFTSMAN TOOL CO. CHAMPAIGN, ILL.

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Blending 
I remarkable new way of obtaining rubbed effects with LIQUID GRANITE

HERE is a discovery that is a money maker for you. It will increase your varnish sales, gratify your old customers and bring you new ones if you make use of it.

A varnish finish that closely resembles a rubbed surface—in fact a finish in some respects even superior to a rubbed one—may be obtained by blending Liquid Granite (gloss) with Liquid Granite (dull).

Any desired degree of luster is possible. A splended formula is three parts dull and one part gloss.

Very few varnishes can be blended. Because of its high quality and absolute uniformity, Liquid Granite can be blended by anyone.

Tell your varnish customers how to obtain a soft-toned finish of beautiful sheen without incurring the hours of work that rubbing necessitates. And sell them an extra quart of gloss with each gallon of Liquid Granite dull.





BERRY BROTHERS

Detroit, Mich.

BROTHERS

Enamels Stains
Walkerville, Ont.



"The Silent Salesman of My Store"

-says this dealer

"After having your case for a one week trial, I find that it has made about half the price that I bought it for, paying for itself in other words. It is the silent salesman of my store. Goods that I could not sell when it was on the shelves, or any other place, sell now—because the people can see and handle it better from the convenient shelves of your case."

Once you have your Dayton Display System installed you'll be just as enthusiastic as the merchant who wrote us that letter. What Dayton has done in a thousand cases it can do for you.

The Dayton Display Method asks your customers to buy every minute they're in your store. Triples your display space — quickens turnover—sells the shelf-warmers.

Drop us a line today.

THE DAYTON DISPLAY CO. Dept. G. H. Dayton, Ohio

The

# DAYTON METHOD actually-provably INCREASES SALES

### Cleanable!



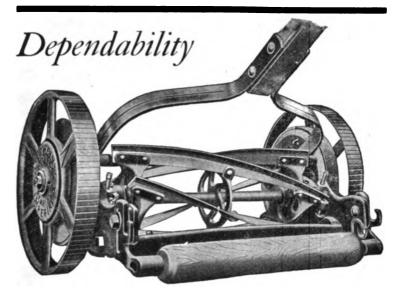
The NEW LIDSEEN PUMP OILER

Has features never before put into a Pump Oiler!

DID you know that heretofore Pump Oilers could not be cleaned! That once clogged the oiler was useless? The New Lidseen Oiler is the FIRST CLEANABLE Pump Oiler and its sales record is an amazing one. Ask your jobber. Jot it down on the order book NOW!

GUSTAVE LIDSEEN 834-46 S. Central Ave. Chicago





HYATT · ROLLER · BEARINGS

Orders are being booked now for spring requirements of COLDWELL DEPENDABLE LAWN MOWERS. Place your order at once and specify definite shipping date to insure having your supply of these dependable mowers when the season opens.

The addition of the COLDWELL ELECTRICAL-LY DRIVEN POPULAR PRICED POWER MOWER to the *dependable* line offers an attractive additional feature to your lawn mower display for next spring. A request will bring full particulars on this new and most important lawn mower development.

# COLDWELL

### DEPENDABLE LAWN MOWERS

Hand, Horse & Motor

COLDWELL LAWN MOWER COMPANY, NEWBURGH, N.Y., U.S.A.

319 South West Fifth Street | FACTORY | 4139 West Kinzle Street DES MOINES, IOWA | BRANCHES | CHICAGO, ILLINOIS

 $\mathsf{Digitized} \; \mathsf{by} \; Google$ 



No. 116



Grease Cups
and Oil Cups

A stock of Empress Grease and Oil Cups is an unfailing source of steady profit to the hardware dealer. Write for catalog No. 5A-103; it gives full data on more than fifty different types.

**Bowen Products Corporation** 

Auburn, New York



No. 5739











No. 249

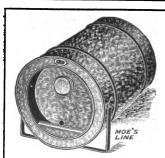
No. 200

No. 52

No. 118

Ne. 54

Ne. 56



### Moe's Poultry Supplies

Here is our No. 8 Poultry Drinking Fountain with thick insulated walls. A great favorite in the poultry yard as it provides cool fresh water, winter and summer.

"Moe's Line" of equipment is standard and complete—everything for chicks and chickens.

Write for new Catalog and prices

Hoeft & Company, Inc. 2308 Davis St. North Chicago, Illinois



CLOTHESLINE FASTENERS

One of the many fast-selling hardware specialties made by

TORRINGTON SPECIALTY CO.
Torrington, Conn.

complete line of Spring Punches and Saw Sets

We manufacture

Send for Prices.

They are of the highest quality.

Bullock Mfg. Assoc., Springfield, Mass.



One of our Handy Clamps—

Handy Clamp. This tool has almost unlimited usefulness. It has a grip as solid as a vice. It can be used for hundreds of operations which now require a vice, and, in addition, scores of other purposes that the vice does not lend itself to.
Rightly it is referred to as "the tool of a thousand

Tinsmiths, electricians, leather workers, radio manufactures, wood-workers and many other trades find it exceedingly useful and time-saving. Men who tinker around the house find innumerable uses for it.

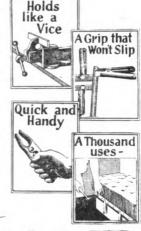
Wherever there is occasion for holding any two things together, a Handy Clamp is the tool.

Snaps right on.

Their retail price is low. Most merchants sell it for 25c. We believe you should have them in stock. Shown,

they sell themselves.
We want to send you one, therefore, absolutely
FREE. We want you to see one.
Sign your name at the bottom, and your sample

will go forward.



### Manufactured by KNAPE & VOGT MANUFACTURING CO. Grand Rapids, Mich.

KNAP	E &	vo	GТ	MFG.	CO.,
Grand	Ran	ids.	Mi	chigan	١

Send me a free sample of the Handy Clamp, as advertised in September GOOD HARD-WARE.

Name	 • • • • •
Address	 

City .....

American Bronze is the most enduring screen wire cloth. It is fast being recognized as the ideal screen cloth for home or office building.

American Bronze resists the detrimental action of atmospheric conditions and always lives up to its established reputation as the highest quality screen wire cloth made.

We also manufacture Bright Copper, Galvanoid (electro-zincked), Galvanized and Painted Screen Wire Cloth. Samples and complete information upon request.

### American Wire Fabrics Corporation

Wickwire Spencer Steel Company

GENERAL OFFICES
41 East Forty-second Street, New York
WESTERN SALES OFFICE
208 South LaSalle Street, Chicago
Worcester Buffalo Cleveland Detro

WESTERN SALES OFFICE
208 South LaSalle Street, Chicago
ester Buffalo Cleveland Detroit
San Francisco Los Angeles Seattle





## STAR HACK SAWS

Forty-two years of doing one thing well.

"Makers Since 1883"

CLEMSON BROS., INC. MIDDLETOWN, N. Y.





Sharpens to a keen edge any knife or two-edge tool. Beautifully nickeled, non-corrosive tool-steel discs. A durable, sturdy device. Retails for \$1.00 in the East, \$1.25 in West, \$1.50 in Canada. Best selling sharpener on the market. Liberal

discounts.

THE PHILLIPS-LAFFITTE CO., INC. 1906
1005 Pennsylvania Bidg., Phila., Pa.

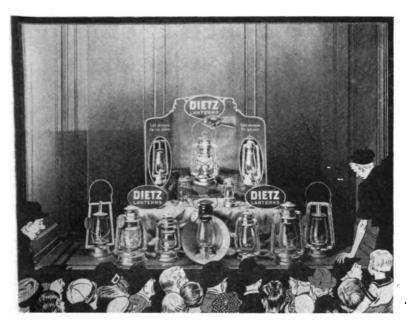
### SAMSON CORDAGE WORKS



Manufacturers of sash cord, clothes lines and other braided cords, also cotton twines.

Send for catalog

BOSTON, MASS.



# Darker Days Again! More Lantern Customers!

ANTERNS that have been out of use during the Summer are now being cleaned and put back to work. Some have seen their best days—should be replaced with new ones.

Merchants making the most money do not wait for customers to remember eventually that they need new lanterns. They use timely reminders that induce customers to buy NOW.

Dietz fine Window Display is a reminder that sells lanterns. Why not plan to use yours immediately? If you do not have this Display send us the Coupon and you will receive one—quick.

### R. E. DIETZ COMPANY,

**NEW YORK** 

LARGEST MAKERS OF LANTERNS IN THE WORLD — FOUNDED 1840 OUTPUT DISTRIBUTED EXCLUSIVELY THROUGH THE JOBBING TRADE

Cut out the coupon and mail before you forget it

G

R. E. DIETZ COMPANY, 60 LAIGHT STREET, NEW YORK
Please send us Without Charge One Dietz Window Display.

## Solves Space Problem Revolvo) visible system

In nine cases out of ten it isn't more space that's needed, but better use of space already available.

You can double and triple your present space and sales with

Pevolvo equipment.



NAIL BIN
Thousands of dealers
making nails profitable.
Cap. up to 50 kegs.

### A Real Investment

Revolvo Display Equip-

ment is built for a lifetime and provides ample room for additional lines, all-steel construction, smooth, silent, ballbearing revolving sections. Nail Bins, Bolt Cases, Screw Cases, Display Stands. Made in sizes to suit your requirements.

Write today for information

THE WELLSTON MFG. CO. WELLSTON, OHIO



BOLT CASE
The Handy Way. Find
boits quickly when
called for.

### Hammer's Malleable Iron Oilers

An oiler to stand the rough usage oilers generally receive, of best quality malleable iron. Send for price list. Also malleable iron screw clamps, patent adjustable clamps, malleable iron, steel, and semisteel castings to order. Inquiries solicited.

Malleable Iron Fittings Co., Branford, Conn.



Strong Sell an incubator that delivers the Healthy chicks—the kind that live and Chicks grow and build bank accounts.

Oueen chicks have a national reputation. They make friends for your store. Ask us about the new Queen Chick-Chart.

**OUEEN INCUBATOR COMPANY** 1123 N. 14th St. Lincoln, Nebr.



- 1 -Slip the cigarette into the tilting tube and "It's Out."
- 2-Tray non-breakable, porcelain enamel, in variegated colors all different.
- 3-Mounted on a rubber non-scratching base.
  A big 98c. item with 33 1/2 % profit for you. Display stands furnished with each order. Send trial order—Satisfaction guaranteed.

Cooper Oven Thermometer Co. Pequabuck, Conn.



# Bissell's Fall-Xmas Offer of Interest to all Bissell Dealers

Features the "Display Taboret" which is even more attractive in size, shape, design than last Fall's "Display Table". This decidedly handsome novelty is offered gratis upon request to Bissell dealers without conditions except it be used to our mutual advantage which your request will imply. The "Display Taboret" combines both marked attention value and utility, occupies little space being 22 inches wide at points and 20 inches high. Has background of gold bronze with decorations in rich blue, old rose, bright green, white, grey, black, made of sturdy 75 point fibre-board. A series of small cards, etc., goes with "Taboret." Write for complete Announcement showing it in colors and giving details of Cut and Slide service.

## BISSELL CARPET SWEEPER CO. 250 Erie Street, Grand Rapids, Mich.

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These concerns have something worth-while to say to you in this issue. Read their advertisements. Write for further information, prices, etc., to the advertisers in whose product you are interested. And be sure to say: "Saw your advertisement in GOOD HARDWARE."

		-
The A-C Electrical Mfg. Co	Daisy Manufacturing Company	Henry W. Peabody & Company Second Cov Pennsylvania Lawn Mower Works The Phillips-Laffitte Co., Inc. I Pittsburgh Plate Glass Co. The Polar Ware Company 1
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The American Oil Pump & Tank Company	The Fox Furnace Company .72, 73  Gerstendorfer Bros	Radio Corporation of America 65, 66, 67, 68, 69, 7 George Richards & Company 11 Arthur R. Robertson 14
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Nashua Package Sealing C National Brass Co In (Batteries). National Carbon Co., In (Flashlights). National Carbon Co., In (Lamps). National Carbon Co., In (Radio). National Carbon Co., In (Radio). National Lead Company. National Lead Company. National Manufacturing Co. pany.	5: c., c., 5: ic. 5: ic. 13:
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The

### Double Your Harmonica Sales with this "HOHNER BOY" Display!



"Hohner Boy" Harmonica Assortment

HERE, at last, is the popular harmonica display assortment that will double your harmonica sales, create new customers and produce steadily growing profits for you the whole year 'round. The "HOHNER BOY" Display is one of the most attractive dealer helps ever pro-The figure of the typical American boy is life size and was reproduced from an original oil painting by eight-color lithographic proc-ess. No one who sees it can resist the invitation to a Hohner Harmonica."

This No. 425 Assortment consists of a permanent display card, 31 inches high by 15 inches wide, with a patented easel that may be adjusted instantly. Mounted on the card are twelve assorted genuine Hohner Harmonicas to retail at 50c each. The price of the assortment complete is \$4.00 and your profit is 50 per cent. Order from your jobber today or write direct for fur-

more conspicuously it is displayed the more sales it will

### M. HOHNER, Inc.

make.

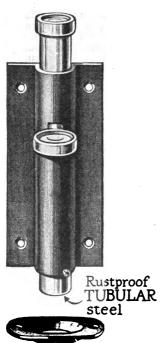
Dept. 45, 114 East 16th Street, New York Canadian Address: Hough & Kohler, 468 King St., W., Toronto



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# Why he sells best who sells McKinney Products

# The striking advantages of MCKINNEY FOOT BOLTS



THE tell-tale test of a foot bolt is, does it lock securely, quickly and easily; and, is it built to outlive the door it serves? Note how McKinney has met every one of these qualifications.

- It always locks whether the downward throw is complete or not. No fly-back—it stays in any position.
- 2. Action of wind against door will not release McKinney bolt.
- The bolt proper is rustproof tubular steel. It automatically cleans strike dirt in strike does not prevent locking.
- 4. Direct foot power used both to lock and release—no springs to rust, crystallize and break.
- 5. Tests prove it most efficient and strongest on the market.

The illustration shows No. 1960 Japanned. Made also in other finishes, including Dead Black, Dull Brass and Antique Copper.

McKINNEY MANUFACTURING COMPANY PITTSBURGH .. .. PENNSYLVANIA

### a McKINNEY Product



BEE-VAC retail price \$44.50

Attachments retail at \$7.50 instead of \$9.50



# BEE-VAC

**Electric Iron** 

with tilted handle.

Retail price

\$5.75

143

Level Level Level

# KEYSTONE PRODUCTS

Cash in on this good will— The Keystone Trade Mark carries with it the respect and confidence born of nearly a century of a successful paint and varnish manufacture. Stock the whole KEYSTONE line.



#### KEYSTONE PRODUCTS

KEYSTONA
EDELVICE
DEGRAH
REFLEXALITE
ZINOLIN
HOUSE PAINTS
GREENZITE
AUTOMOBILE
ENAMEL
VARNISHES OF
EVERY DESCRIPTION

JAPANS AND DRYERS ROOF AND BARN PAINT DEGRAH ENAMEL PAINT OIL STAINS LIQUID WOOD FILLERS COLORS IN OIL

METAL PRIMERS
METAL ENAMELS
MILL FINISHES
PAINT AND VARNISH REMOVER
STEEL PRESERVATIVE PAINTS
MISCELLANEOUS
PAINTS, VARNISHES AND
ENAMELS

### KEYSTONE VARNISH CO.

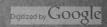
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UNIVERSITY OF ILLINOIS-URBANA 338.405 G0 C001 v.6 Good hardware.

